JANUARY 12, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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JUST OUT! STARTLING NEW FINDINGS

ON HOUSTON RADIO LISTENING!

KPRC

NBC IN HOUSTON

SEE THE HIGHLIGHTS PAGE 47

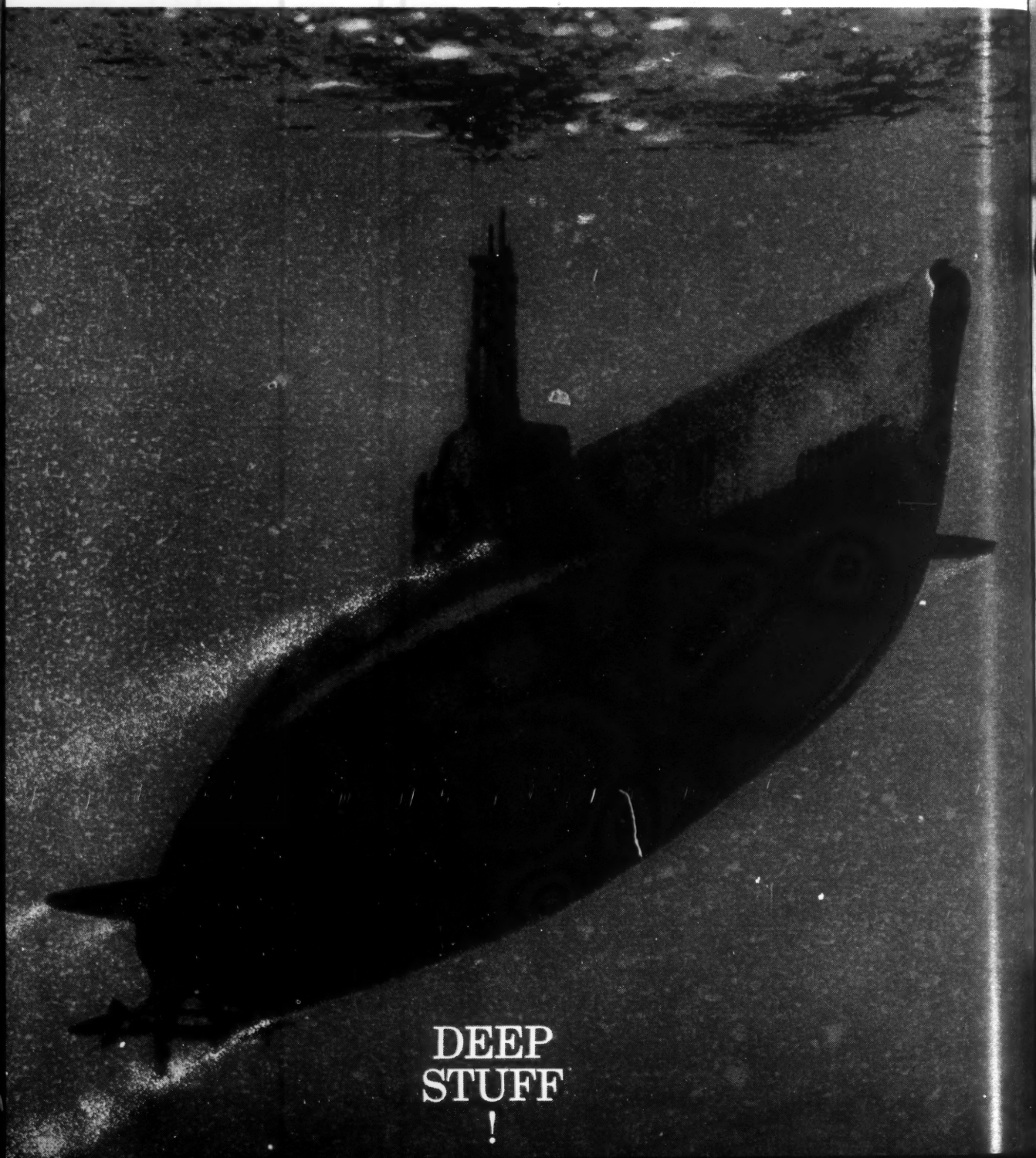
Statistics are frequently way over our head, but when it comes to our submarine series, **THE SILENT SERV CE,** we get along swimmingly. Even mathemaddicts of the first water get a splash out of figures like these: Se es I of **THE SILENT SERVICE** is still churning up the seas, tying the opposition in knots. And Series II, according to latest available ARB Reports, is making even greater headway in America's leading markets than Series I—11% higher ratings, 16% greater share-of-audience!* If one of these series isn't sailing for you, you're missing the boat!

NBC TELEVISION FILMS A DIVISIO OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

*NEW YORK, LOS ANGELES, CHICAGO, PHILADELPHIA, BOSTON, CLEVELAND, SAN FRANCISCO, PITTSBURGH, WASHINGTON, D. C., BUFFALO, SEATTLE-TACOMA, HOUSTON-GALV STON



YOU NEED TWO TO REALLY GO in Indiana!

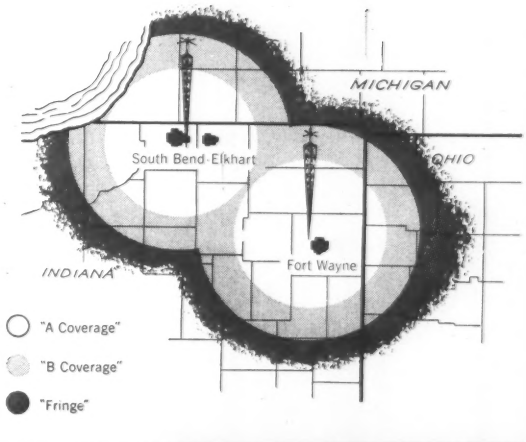
To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY delivers both—

AT A 10% SAVINGS!

Advertisers anxious to gather speed in Indiana, ride double into this lively sales place. They sweep across *two* major markets—Fort Wayne and South Bend - Elkhart—on *one* combination fare which saves 10%. They thus "cut the ice" in a rich interurbia of 340,000 TV homes—bigger than T.A.'s 43rd market*. Over 1,688,000 people—more than Arizona, Colorado or Nebraska. Effective Buying Income, nearly $3 billion—and it's yours with just *one* budget-saving buy!

**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May 1958.*



call your **H-R** man now!

wsjv 28 ABC SOUTH BEND ELKHART

wkjg 33 NBC FORT WAYNE

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all three* agree in Texas

*NIELSEN
PULSE
ARB

KRLD-TV IS FIRST *again!*

FIRST IN AUDIENCE: ARB's latest Dallas-Fort Worth report shows that KRLD-TV dominates in audience share from sign-on Sunday morning to sign-off Saturday night. The Nielsen Station Index (November, 1958) also shows more TV homes watch KRLD-TV than any other station in the Dallas-Fort Worth area!

FIRST IN POPULARITY: The latest Dallas Telepulse lists 15 out of the top 18 once-a-week shows and seven of the top ten multi-weekly shows — all on KRLD-TV.

FIRST IN AREA OF COVERAGE: KRLD-TV, with its low-band channel, and telecasting with maximum power from its tremendous tower (1,685 feet above average terrain), has the largest circulation of any station in the southern United States!

KRLD-TV The Branham Company, Exclusive Representative.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

CLOSED CIRCUIT®

Cue from moviemen • Concept for establishment of Washington association to represent all tv networks (LEAD STORY, page 31) had its origin several years ago but was brought sharply into focus last spring in connection with Soviet-U.S. cultural program exchange. Networks had to deal individually while motion picture producers were represented by Eric Johnston, president of Motion Picture Assn. He got things accomplished; networks were at loose ends.

PCP and integration • Though board of directors of CBS Radio Affiliates Assn. endorsed network's new Program Consolidation Plan (BROADCASTING, Nov. 3), there's no guarantee that board members' adoption for own use will be unanimous. At least one member, Joseph K. Close of WKNE Keene, N.H., was still undecided last Friday, said he hoped to reach decision over weekend as to whether to go along or give up affiliation. Meanwhile, however, he cleared for PCP programs last week as new concept was put into effect, and network officials said they were confident that acceptances, which they pegged at 85% mark, would grow.

According to inside CBS Radio sources, decision of WRVA, Richmond 50,000 watter, to drop its network affiliation was not basically because of objections to Program Consolidation Plan but to tone of network's news, notably on hot integration issue. Disaffiliation was ordered from top at Larus & Bros. Co. which owns WRVA. WRVA-TV, which is CBS affiliated, is controlled by Larus & Bros. Co. but has more than 40 minority stockholders.

Briefcase packed • Richard A. Soloman, assistant FCC general counsel, awaiting clearance for post with antitrust division, Justice Dept. Mr. Solomon is chief of litigation division of FCC General Counsel's office.

Actions on Barrow Report • FCC this week will give final reading to proposed new language which would recognize network option time as "reasonably necessary" (story page 63). Commission had hoped to give approval to final draft last Friday but absence of Comr. Lee caused postponement. Prior vote (BROADCASTING, Jan. 5) was 4-3 in favor of option time provision.

Other controversial provisions of Barrow Report, subject to FCC review, probably will be disposed of quickly. At this writing, here's way it looks: Status quo on multiple ownership; substitution of "minimum-buy" in lieu of "must-buy" (this is academic since CBS and NBC already have dropped "must-buy" and ABC-TV never had it); disallowance of spot representation for affiliated stations by networks.

More problems • Assignment of new members to congressional committees will be made this week with all indications pointing to enlarged Senate committees. If this comes to pass, make-up of new Senate Commerce Committee will be increased from 15 to 17 members. This would mean 11 Democrats and 6 Republicans (old ratio: 8-7) on new committee, leaving three majority and three minority openings.

Better measurements • New war on ratings will be declared this week by Richard A. Moore, president of KTTV (TV) Los Angeles. In speech before Chicago Broadcast Advertising Club Jan. 15 he'll urge that word "ratings" be stricken from tv vocabulary and that instead of using ratings tv measure its audiences cumulatively to find out how many different people tune to programs over period of month or more.

Letter from an elder • Former Sen. Clarence C. Dill, Washington Democrat who co-authored Radio Act of 1927, which as to its radio provisions is substantially law today, has written FCC members supporting proposal to eliminate clear channels through duplication (BROADCASTING, Dec. 15, 1958). He pointed out that more than 30 years have passed since he first began urging old Radio Commission to "wipe out these clear channels." He called them "tremendous waste of radio facilities" and said old Commission followed theories of engineers of that period instead of "using common sense and making a practical allotment of the wavelengths."

In same letter, Mr. Dill suggested FCC use "common sense judgment" and permit local tv service to "geographically handicapped people" through use of on-channel vhf boosters. FCC announced (BROADCASTING, Jan. 5) that such boosters are illegal and that it will prosecute operators who do not desist within 90 days.

Fore and aft support • Young & Rubicam's Peter G. Levathes, who espouses selective buy into network period flanked in schedule by high-audience shows and then placing program with good potential track record in the slot (also see page 34), is negotiating with ABC-TV on just that situation in Friday night. Y&R seeks 9-9:30 period for Thomas J. Lipton, would fill with *Tombstone Territory* (Ziv show that did well on ABC-TV last season). Period now flanked by Disney show and *77 Sunset Strip*, both up in ratings, while *Man With a Camera*, now occupying slot, is down and slated to depart in early March.

Clear channel case • What FCC will do about duplication of half or all existing 24 clear channels likely will be held in abeyance pending further comments from interested parties. Rather than hold public hearing, it's indicated Commission is disposed to ask for written comments. FCC originally had proposed duplication of 12 of existing 24 channels, making them I-B's but last month (BROADCASTING, Dec. 15, 1958) issued proposed revised rulemaking whereby all 24 clears would be reduced to I-B status which would permit duplicated nighttime operation at specified sites.

Where Noble's stock goes • It appears likely that when estate of Edward J. Noble is settled, bulk of his AB-PT stock—he was largest single shareholder—will wind up in Edward John Noble Foundation, which he set up in 1940 for educational, religious and charitable purposes. He owned most of outstanding AB-PT preferred and about 8% of its common, but most of common was in name of foundation already. It's also understood that Earl E. Anderson, AB-PT board member and trustee of foundation along with Mr. Noble, has been selected to serve as financial director of foundation, which will have capital investment conservatively estimated at $20 million when estate has been settled.

Manhunt • Norman E. (Pete) Cash, president of Television Bureau of Advertising, spent better part of last week in Chicago, screening candidates to head new office in that city. Target date for opening Chicago office: Feb. 1.

Two ways to the farm • International Harvester's Farm Equipment Div., far from enviously eyeing Massey-Ferguson's network tv plans and other penetration into broadcast media (BROADCASTING, Jan. 5), is happy with results of its own highly-developed use of radio at economical cost. IH sponsors news, market and variety programs (ranging 5 to 30 minutes) in over 100 markets. Results in terms of flexibility, audience acceptance and merchandising and follow-through for dealer sales are reportedly excellent. Total annual radio budget: $600,000. Agency: Aubrey, Finlay, Marley & Hodgson, Chicago.

videotape it WHILE YOU CAN

air it anytime ON ATLANTA'S LIVE CHANNEL 5

The South's largest department store, Rich's of Atlanta, is among the many taking advantage of WAGA-TV's new Videotape facilities, for greater selling impact. For instance, programs were taped right in Rich's own store during slow traffic periods in November; then they were aired on WAGA-TV at the height of the Christmas buying season . . . when the potential was greatest and when crowds at the store made live programming impossible.

It'll pay *you* to move to WAGA-TV, where more top movies, more modern equipment, more coverage, and more merchandising add up to *more selling power* in 57 Georgia counties.

See your **KATZ** man today

STORER BROADCASTING COMPANY

Storer Television

WAGA-TV Atlanta | WSPD-TV Toledo | WJW-TV Cleveland | WJBK-TV Detroit | WITI-TV Milwaukee

WEEK IN BRIEF

Mr. Cole

Why they go thataway • With the move of tv commercials to film, advertisers and agencies naturally looked toward Hollywood where there are both facilities and a craftsmanship gained from many years of movie-making. That's how John G. Cole sums it up in MONDAY MEMO. Page **27.**

Tv networks may hire fireman • All three are talking of forming special association, with Ex-Sen. Charles Potter in charge, to put out some of the anti-network fires burning in Washington. Page **31.**

Tv cometing on Madison Ave. • It uproots Y&R's former way of doing business; a recap of tv's status in the "big" radio-tv agency, and a special interview with Peter Levathes, chosen to make the changes. Page **34.**

Media-marketing team • At Cunningham & Walsh, it's felt this is where the future lies. McEvoy views the integrated media-marketing concept. Page **35.**

And now, another merger • Latest combine is Fletcher Richards, Calkins & Holden Inc., billing $35 million. Page **42.**

Play-Doh's do re mi • Tv spot advertising and imagination converts Cincinnati's ailing Kutol products into prosperous Rainbow Crafts Inc. Page **45.**

NBC-TV follows suit • Network's abandonment of "must-buy" for "minimum-buy" plan comes after similar CBS-TV decision last month, and goes into effect in mid-March. Page **59.**

RAB's new sales tool • Crop-off in newspaper penetration of homes in retail trading areas surrounding nation's top 50 markets is shown. Page **60.**

Tough on options • Looks like Commission will adopt tough report on option time, but will conclude by narrow margin that it is reasonably necessary for tv networking. Page **63.**

Cox, FCC at odds • Staff report to Senate Commerce Committee maintains Commission has jurisdiction—and must exercise it—over CATV systems and that vhf boosters should be legalized. FCC has taken opposite view on both matters. Page **64.**

Rules for the sky • New Space Service under consideration by FCC; Commission invites comments on potential allocations, running from 25 mc to 31,000 mc. Page **69.**

ASCAP objectives unveiled • Radio station music license rates would go up, double in some cases, but society says its "willing" to take one-year extensions at old rates. Broadcasters call in Justice Dept., hint legal action. Page **72.**

Boom in culture • Millions across the nation are benefiting from school and college courses broadcast by commercial tv stations. A depth study of the broadcasting industry's role in modern education. Page **76.**

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ΠΡΟΣΤΑΤΗΣ

JUNO
PROTECTOR
OF WIVES

JUNO (Gr.—Hera), the wife of Jupiter, was assigned by the Greeks the chore of looking after married women. Frankly, we don't see how she had much time to give to the job, busy as she was checking out her suspicions about Jupiter and his various amours. No matter—whenever a Greek helpmeet found things a bit sticky around the old homestead, she turned to Juno with an appeal for help. Evidently Juno's concern for wives paid off, as she was much venerated.

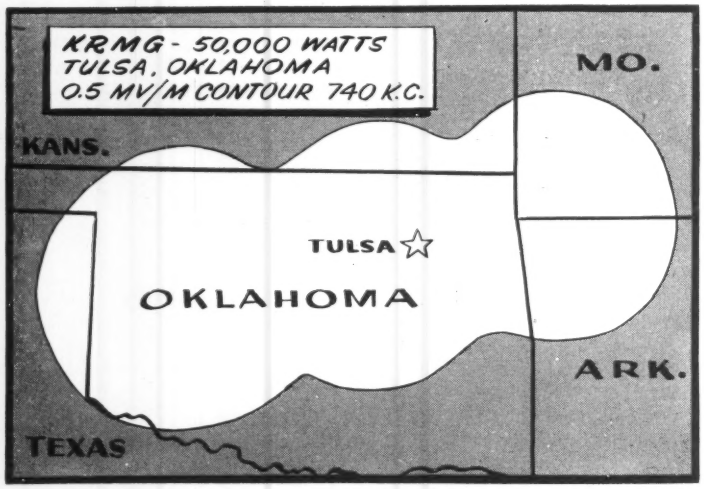
But Juno can't hold a candle to the concern we at WCKY feel for housewives—*Cincinnati* housewives, that is. We spend our days entertaining them with good music, giving them the latest news and special features, because we know that housewives control the family purse, and spend the major portion of family money. As a result, WCKY has a large audience of housewives. The June-July '58 Nielsen showed that 73% of our audience is composed of housewives, who lend an attentive ear to sponsors' messages, and that's why smart sponsors such as Kroger and Albers (the two largest food chains here) buy WCKY.

. . . . . And if you want to sell Cincinnati housewives your product, don't call Juno—call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago and the West Coast, who'll show you that WCKY is your best buy to reach Cincinnati housewives.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

KRMG gives you more for your money

than any other Tulsa advertising medium!



These days, astute time-buyers (like nearly everyone else!) want more for their money. You get it when you buy Regional KRMG in Tulsa, the rich oil capital of the world. KRMG's big coverage, audience responsiveness and superior salesmanship are seen in one success story after another. Example: a recent one-week promotion pulled 87,312 postcards! **More facts?** Contact General Manager Frank Lane or your nearest John Blair representative.

PRIMARY MARKET DATA
(Excluding Oklahoma City Metropolitan Area)

State	Total Counties	1955 Population	1955 Radio Families	1955 Passenger Cars	Retail Sales
Oklahoma	57	1,573,300	377,600	492,900	$2,214,091,000.00
Missouri	13	365,300	115,100	104,100	41,946,000.00
Arkansas	12	279,400	82,500	64,300	243,522,000.00
Kansas	7	190,100	64,400	68,200	213,821,000.00
Texas	4	26,400	8,000	9,100	27,497,000.00
Totals	93	2,434,500	747,600	738,600	2,740,877,000.00

Source: Consumer Markets

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE • DETAILED NEWS COVERAGE OF THE WEEK BEGINS PAGE 31

AFM, recorders sign new 5-year contract

Agreement on new five-year contract between American Federation of Musicians and major recording companies, announced Friday (Jan. 9), establishes for first time pension fund for musicians used in recording sessions, also effects sizable scale increase. Non-symphonic sidemen stand to gain 47% increase in combined payment and pension fund; musicians used in symphonic sessions will better themselves by combined 30% rise in payment and pension fund.

Presently earning about $41 per session, pop musicians under terms of new contract will get $48, after first 18 months, $51, after five-year period, $60. Manufacturers will contribute 5% to new pension fund, eventually will up contribution to 10%. Symphonic musicians, presently earning $38 per session, will go to $42 and record companies will contribute 8% of this to pension fund. Contract also covers arrangers, orchestrators, copyists, etc., and insures credit line for arrangers on album jackets. AFM's next move: network renegotiation.

Babbitt plans campaign to increase co-op radio

B. T. Babbitt Inc.—fresh from having absorbed Charles Antell Inc., Baltimore—is bent on increasing dealer use of radio-tv. With bulk of Babbitt's $3.5 million budget tied up in broadcast, cleanser firm Friday (Jan. 9) announced "new and evolutionary" co-op ad plan whereby dealers get paid in advance for any co-op advertising they might plan this year.

Reportedly unhappy about reticence of dealers to use radio-tv, Babbitt under new plan offers to make available its agency, Brown & Butcher, to aid in preparing tv films, radio spot announcements in return for which it expects "advertising that will move merchandise rather than the usual . . . tv commercials of at least 10 seconds duration." Co-op contributions will be computed upon consumer purchases of various Babbitt products (Bab-O, Glim, Cameo, Air Gene, Hep, etc.) by unit. Thus, for quarter beginning April 1 (when new plan gets under way), dealer will get 12 cents per case of Bab-O, 25 cents per 12 cans of Cameo sold, etc. Contracts are renewable by quarters and Babbitt allows dealers who do not wish to participate (there now being more rigid inspections and more stringent demands for proof of performance) may continue under present Babbitt co-op plan.

Church files for Miami

Second new application for Miami ch. 10 was filed late last week by Miami Church of Religious Science, a "non-sectarian, non-profit corporation," affiliated with International Church of Religious Science. Applicant said it would negotiate for facilities of present licensee, WPST-TV, which it felt were worth about $750,000, and if unsuccessful, would build new station.

Educational tv fund revived in Senate

Sen. Warren Magnuson (D-Wash.), with co-sponsorship of Sen. Andrew Schoeppel (R-Kan.) Friday (Jan. 9) reintroduced bill (S-12) which would allocate up to $1 million in federal funds to each state for educational tv. Measure was passed by Senate in past Congress but failed to clear House.

Rep. Richard Poff (D-Va.) introduced HR 216, which tightens federal laws relating to *ex parte* contacts and attempts to influence FCC. Rep. Emanuel Celler (D-N. Y.) plans to introduce today (Jan. 12) two measures which would carry out recommendations of staff report to his Judiciary Committee [BROADCASTING, Jan. 5]. One will tighten conflict of interest laws for federal officials and the second bill drafts an across-the-board code of ethics for Executive Branch.

• People

• GEORGE W. CHANE appointed RCA v.p. for finance and management engineering, charged with responsibility for all corporate financial activities and reporting to RCA President John L. Burns. Ernest B. Gorin continues as v.p. and treasurer. Howard L. Letts named v.p. and controller. With company since 1929, he most recently was vice president for business affairs of NBC-TV. Mr. Letts succeeds Walter S. Holmes, who resigns to become comptroller of C.I.T. Messrs. Gorin and Letts will report to Mr. Chane.

• STANLEY L. SPERO, general sales manager, KMPC Los Angeles, and Robert H. Forward, program director, elected vice presidents.

• Business briefly

• North American Cigarette Mfgs., New York, whose ads for new Diplomat cigarettes haven't minced words about cancer, reportedly is preparing extensive blitz campaign to promote new popular-priced pack. Currently retailing at 40 cents per pack, Diplomats will bow with 28-cent pack. Its agency, Robert M. Marks Adv., N.Y., also is banking on potential impact from articles now being prepared by *Reader's Digest* and *Consumer's Reports*, says "all media will be used."

• General Mills (cereals), Minneapolis, via Dancer-Fitzgerald-Sample, N.Y., and R.J. Reynolds Tobacco (Camel cigarettes), Winston-Salem, N.C., through William Esty, N.Y., alternate sponsors of *Lawman* (ABC-TV, Sun. 8:30-9 p.m.), renewing for balance of 52 weeks (started in October). Also renewed on ABC-TV: Harold Ritchie Inc. (Bryl-Cream), Clifton, N.J., alternate weeks of *Cheyenne* (Tues. 7:30-8:30 p.m.). Kenyon & Eckhardt, N.Y., is Ritchie's agency.

• P. Ballantine & Sons (ale), Newark, N.J., through William Esty, N.Y., today (Jan. 12) begins 52-week schedule of 40 20-second spots weekly on Concert Network, all-fm lineup of four o&o FMs: WNCN New York, WBCN Boston, WHCN Hartford and WXCN Providence.

TASO board to review vhf-uhf technical study

Report of Televison Allocations Study Organization will be reviewed by TASO board Jan. 24, board decided at meeting Friday in Washington. TASO report, culminating two year study of vhf and uhf propagation by industry technical personnel, was delivered to board members at year's end, makes no recommendations. Hope is to submit quantitative and qualitative analysis to FCC by next month. Board agreed to continue support of TASO until completion of directional antenna study, which may take about 30 days.

Present at Friday's meeting were: Harold Fellows and Thad Brown, NAB; Ralph Steetle and Cyril M. Braum, Joint Council on Educational Tv; Capt. Henry E. Bernstein and William L. Reynolds, EIA; Ernest Jennes, AMST; William Putnam and John English, Committee on Competitive Tv.

WEEK'S HEADLINERS

Mr. Petry

Mr. Voynow

Mr. Nierman

Mr. Jahncke

Mr. Maillefert

EDWARD E. VOYNOW, executive v.p. of Edward Petry & Co., N.Y., today (Jan. 12) becomes president of station representative firm. MARTIN L. NIERMAN, v.p. of television, elevated to executive v.p. and chairman of newly-created tv plans board. EDWARD PETRY, president, becomes chairman of board and new executive committee. Other major promotions are ERNEST LEE JAHNCKE JR. to v.p. and assistant to board chairman, and BETTY DOYLE, assistant treasurer, to secretary and treasurer. WILLIAM MAILLEFERT continues as v.p. in charge of radio and adds duties of chairman of new radio plans board. Mr. Petry explained that creation of executive committee and plans boards for both radio and tv "will lend depth to our company's structure." He added that he was particularly pleased that "every phase of this expansion and all of these promotions can be made from within our own organization."

Mr. Wolff

NAT WOLFF, partner in Don W. Sharpe Enterprises, returns to Young & Rubicam as v.p. Program expert is being added to Y&R's new radio-tv department headed by Peter G. Levathes, v.p. and director, to whom Mr. Wolff reports (see page 34). Mr. Wolff was v.p. of agency for five years, leaving in 1956 to join NBC as director of program development. In 1957 he became partner in packaging firm that has developed such shows as *Peter Gunn, Yancy Derringer* and *The Green Peacock*. In joining Y&R he relinquishes all outside activities. At one time he was an artists representative responsible for developing motion picture stars and active in production of radio and tv programs.

Mr. Chatfield

GEORGE CHATFIELD, executive v.p., William Esty Co., has joined Benton & Bowles as senior v.p. and member of board of directors and plans board. Mr. Chatfield is veteran of 19 years with Lever Bros. and 11 years in agency supervisory capacities. At B&B the former Esty executive will take over responsibilities as management account supervisor.

ROBERT A. SCHMID, widely known radio-tv veteran, joins Headley-Reed Co. as v.p. of both radio and tv divisions of station representation firm, effective today (Jan. 12). He will have headquarters at firm's New York offices, 750 Third Ave. Mr. Schmid, owner of WESC Greenville, S.C., was administrative v.p. in charge of advertising, research and public relations and on board of directors of Mutual until network was sold by RKO Teleradio in 1957, and earlier served in other MBS key posts including station relations v.p. He also was v.p. of RKO Teleradio and v.p. and board member of General Teleradio, RKO station operating division. More recently, Mr. Schmid was v.p. for station relations for NTA Film Network. He will continue as owner of WESC.

Mr. Barry

CHARLES C. (BUD) BARRY, v.p. in charge of tv (MGM-TV) for Loew's Inc., has resigned and is expected to head NTA Film Network. Loew's acceptance of Mr. Barry's resignation was made official in announcement Friday (Jan. 9), and he leaves post Jan. 16. Mr. Barry, v.p. in charge of radio and tv programming for NBC and before that similar post with ABC, was named by Loew's in April 1956 to organize and head its new MGM-TV Department. Mr. Barry presumably will become president of NTA Film Network and will report to Ely A. Laudau who now holds this post in addition to board chairmanship of NTA, N.Y.

Mr. De Vries

VAN BEUREN W. DE VRIES, v.p. of Transcontinent Television Corp. and general manager of WGR-TV Buffalo, N.Y., assumes additional duties of general manager of WGR, effective Thursday (Jan. 15). NAT L. COHEN, formerly station manager, will continue as general sales manager of WGR. Mr. De Vries was previously with KWFT-TV (now KSYD-TV) Wichita Falls, Tex., and WMAL-TV Washington. He joined WGR in June 1954 as program manager and was named general manager in 1957. Mr. De Vries was elected v.p. of Transcontinent in February 1958.

Mr. Danzig

JERRY A. DANZIG, v.p. of NBC Radio programming, named to vacant post of v.p., participating programs, NBC-TV, network President Robert E. Kintner announced last week. With NBC since May 1955 (initially as NBC o&o stations planning and development director), Mr. Danzig formerly was with CBS Radio and CBS-TV. He was also with MBS, having entered broadcasting in 1935 at WOR New York, then MBS flagship station. Last head of NBC-TV participating programs was William Sargent, who resigned last fall to become executive at TelePrompTer Corp.

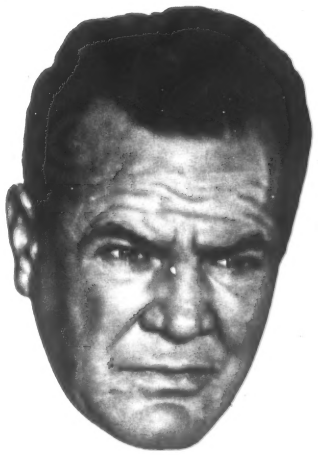
Mr. Noel

Mr. Nevin

D. A. NOEL, formerly business manager of Memphis division, RKO-Teleradio Pictures Inc. (WHBQ-AM-TV), promoted to general manager of WHBQ-TV, and BOONE NEVIN, formerly general sales manager of WHBQ-AM-TV, promoted to general manager of WHBQ. Mr. Noel has been with Memphis division for past eight years while Mr. Nevin joined WNBQ sales staff in 1951. Dual appointments followed promotion last month of WILLIAM H. GRUMBLES from manager of both stations to v.p. of RKO and his transfer to headquarters staff in New York (BROADCASTING, Dec. 22, 1958).

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

NOW



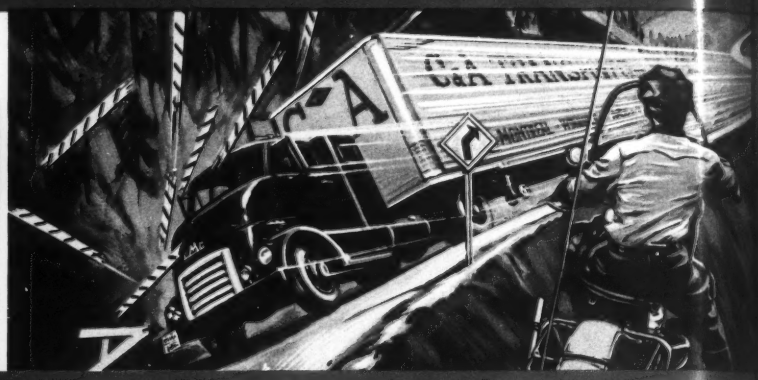
the
first

ITC

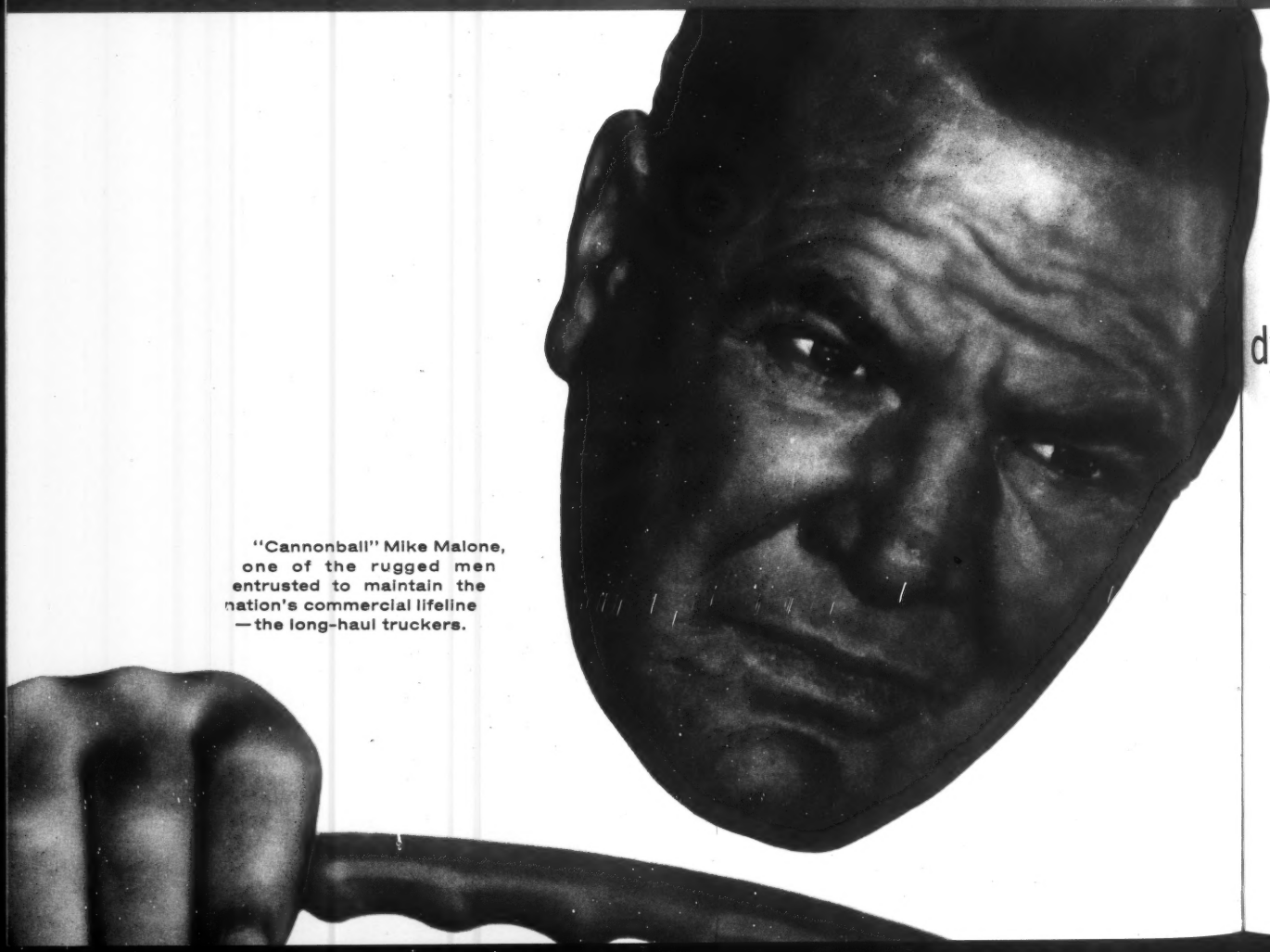
series
of
stature
to be
offered
for
local and regional
sponsorship

ACTION!
Two-fisted drama with a one-two punch!

ADVENTURE!
Danger can lurk at every turn of the road!



CANNO



"Cannonball" Mike Malone, one of the rugged men entrusted to maintain the nation's commercial lifeline —the long-haul truckers.

NBALL

Created and produced by Robert Maxwell,
famed creator of *Lassie,*
and combining for the first time
dynamic action adventure and intense human interest
in a brand-new series.

I INDEPENDENT
T TELEVISION
C CORPORATION

488 Madison Avenue • New York 22 • PLaza 5-2100

TELE

VERTICAL BLANKING INTERVAL
TEST SIGNAL KEYER
1008-A

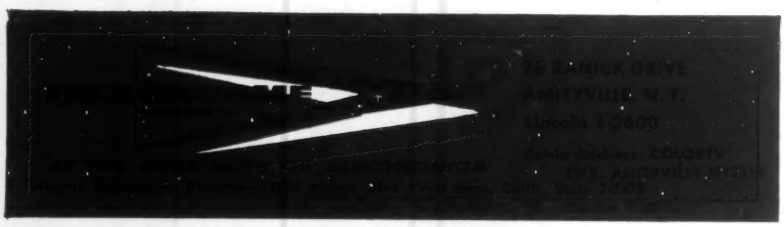
The Telechrome Model 1008-A Vertical Blanking Interval Keyer is a self-contained portable unit that makes possible transmission of television test and control signals between frames of a TV picture. Any test signal (multiburst, stairstep, color bar, etc.) may be added to the composite program signals. The keyer will operate anywhere in the TV system and operates from composite video, sync, or H & V drive. The test signals are always present for checking transmission conditions without impairing picture quality. The home viewer is not aware of their presence.

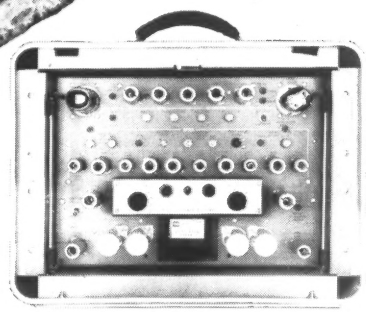
These continuous reference signals may be used in connection with various Telechrome devices for automatic correction of video level, frequency response, envelope delay, differential gain and differential phase.

IMPORTANT: Checking after programming is costly and at best highly inefficient since conditions constantly vary. The Telechrome Vertical Interval Keyer minimizes post-program checking and overtime expenses. It provides instant indication of deteriorating video facilities so that corrective measures can be undertaken immediately — manually or automatically during programming.

Now in use by CBS, NBC, ABC, BBC ITA (Brit.), NHK (Japan)

Write for Specifications & Details

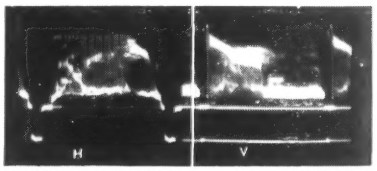




MODEL 1008A VERTICAL BLANKING INTERVAL TEST SIGNAL KEYER

Portable or standard rack mounting. Self-contained regulated power supply.

Video picture with multiburst test signal inserted, as seen on picture monitor.



Test signal is thin line between frames. All test signals can be transmitted during vertical blanking portion of video signal.

1003-C VIDEO TRANSMISSION TEST SIGNAL GENERATOR

Completely self-contained, portable. Produces multi-frequency burst, stairstep, modulated stairstep, white window, composite sync. Variable duty cycle. Regulated power supply. 12¼" standard rack mounting or in carrying case. Integrates with above model 1008-A Test Signal Keyer.

1043-DR VERTICAL INTERVAL DELETER-ADDER

Integrates with model 1008-A to recognize incoming test signals. Deletes incoming test signals and/or adds new test signals.

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

JANUARY

*Jan. 13—Broadcasters representing stations affiliated with networks scheduled to meet with Attorney General Rogers in Washington. (See CLOSED CIRCUIT, Jan. 5.)

*Jan. 13—**Radio & Television Executives Society,** weekly Timebuying & Selling Seminar-Luncheon, 12:15 p.m., Hawaiian Room, Hotel Lexington, New York. Topic, "Saturation Tv and Radio." Speakers, I. L. Eskenasy, vice president of Lestoil Inc., and Joseph Scheideler, executive vice president, Bryan Houston Inc.

Jan. 16-17—National board meeting of **American Women in Radio & Television,** Waldorf-Astoria, New York.

Jan. 16-17—**Mutual Advertising Agency Network,** quarterly business meeting and administrative workshop, Plaza Hotel, New York.

Jan. 17—**Oklahoma Broadcasters Assn.,** winter meeting, Hotel Will Rogers, Claremore. Rep. Ed Edmondson (R-Okla.) will be principal speaker; his talk will be fed over a 40-station state radio hookup. KWPR Claremore is host station.

Jan. 17-18—Seventh annual meeting of **Retail Advertising Conference,** Palmer House, Chicago.

Jan. 18-21—**Newspaper Advertising Executives Assn.,** annual convention, Edgewater Beach Hotel, Chicago.

*Jan. 19—Comments due on **FCC** proposal to revise program and commercial listings in application forms for new radio and tv stations, licenses and transfers. Docket No. 12,673.

*Jan. 19—**Radio & Television Executives Society's** "Newsmaker" luncheon, 12:30 p.m., Ballroom, Hotel Roosevelt, New York. U.S. Ambassador to the U.N. Henry Cabot Lodge will speak on international relations.

Jan. 20—**Screen Producers Guild** awards dinner, Beverly Hilton Hotel, Los Angeles.

*Jan. 23—**NAB's** Tv Code Review Board will meet at association's Washington headquarters. Enforcement of "men in white" ban against actors' portrayals of doctors, dentists and nurses will be reviewed. Ban went into effect Jan. 1.

*Jan. 23—Oral argument scheduled before **FCC** en banc on Indianapolis ch. 13 grant held by Crosley Broadcasting Corp. Case remanded by U.S. Court of Appeals for District of Columbia on ground that FCC Comr. T.A.M. Craven should not have voted since he did not hear oral argument.

*Jan. 23—**Broadcasters Promotion Assn.** steering committee meets in WGN-AM-TV Chicago studios.

*Jan. 24—**Broadcasters Promotion Assn.** board holds first meeting under new BPA President Charles A. Wilson at the Kungsholm Restaurant, Chicago.

Jan. 23-25—Mid-winter conference of **Advertising Assn. of the West,** Rickey's Studio Inn, San Jose, Calif.

Jan. 23-25—**American Women in Radio & Television** (Great Lakes area) will meet in Detroit.

Jan. 27-29—**South Carolina Radio & Television Broadcasters Assn.,** winter convention, Hotel Wade Hampton, Columbia. Members of General Assembly will be entertained at Jan. 28 banquet.

Jan. 28-29—**Georgia Radio & Tv Institute,** sponsored by Georgia Assn. of Broadcasters and Henry W. Grady School of Journalism, U. of Georgia, at Athens.

Jan. 29—Cooperative advertising workshop, **Assn. of National Advertisers,** Hotel Pierre, New York.

*Jan. 30—Oral argument scheduled before **FCC** en banc on Seattle ch. 7 grant held by Queen City Broadcasting Co. (KIRO). Case reopened on petition for reconsideration filed by KXA and KVI, both Seattle.

FEBRUARY

Feb. 1-6—Winter meeting of **American Institute of Electrical Engineers,** Statler Hilton Hotel, New York, includes four sessions devoted to radio and tv experiments and operations. NBC and CBS videotape installations will be described.

Feb. 2-6—Combined **NAB boards** will meet at Hollywood Beach Hotel, Hollywood Beach, Fla. Semi-annual session opens Feb. 2 with Tv Finance Committee; Feb. 3, General Fund and Membership Committees; Feb. 4, Tv Board; Feb. 5, Radio Board; Feb. 6, combined Tv and Radio Boards.

*Feb. 5-April 30—Thursday evenings, 13-week seminar in operations research for advertising and marketing personnel, sponsored by **Advertising Research Foundation,** at site to be announced.

Feb. 5-8—**Hi-fi Show,** Shoreham Hotel, Washington. The newest in stereo and reproducing gear will be on display.

Feb. 8-14—**National Advertising Week,** sponsored by Advertising Federation of America and Advertising Assn. of the West.

*Feb. 15—Trial of former FCC Comr. Richard A. Mack and friend, Thurman A. Whiteside, for conspiracy to defraud United States scheduled in **U. S. District Court,** Washington. Motions for trial to be held in Miami are pending.

Feb. 17-20—**Audio Engineering Society,** annual western convention, Hotel Biltmore, Los Angeles.

Feb. 24-25—**NAB Conference of State Broadcaster Assn. Presidents.** Annual meeting and conferences with legislators. Shoreham Hotel, Washington. A feature of the final day will be the annual Voice of Democracy awards luncheon.

MARCH

*March 2—Boston ch. 5 rehearing scheduled to begin. This is on question of off-record conversations with FCC commissioners during original comparative hearing, remanded to the **FCC** by the U.S. Court of Appeals for the District of Columbia. Examiner: Judge Horace Stern.

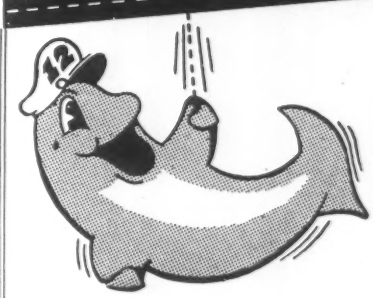
March 15-18—**NAB's annual convention** at the Conrad Hilton Hotel, Chicago. Exhibits open; nonagenda meetings scheduled March 15. Formal sessions open at noon March 16 with keynote speech by Robert W. Sarnoff and continue through March 18. Tentatively scheduled—address by FCC Chairman John C. Doerfer and FCC-industry roundtable. Only NAB associate members supplying broadcast equipment are eligible to exhibit. Annual **NAB Engineering Conference,** with several joint management-technical sessions, will be held concurrently with convention in the same hotel.

March 18-20—Quarterly conference, **Electronic Industries Assn.,** Statler-Hilton Hotel, Washington.

March 23-26—National convention, **Institute of Radio Engineers,** Waldorf-Astoria, New York. The nation's leading electronic scientists will attend.

***Indicates first listing in Datebook**

"JAXIE" SAYS,
"YOUR BEST NIGHTIME MINUTES IN JACKSONVILLE ARE ON WFGA-TV"



You'll find a lineup of top shows to use in sending your sales message into the booming North Florida-South Georgia television area. This rich $1½ billion market is ready and receptive . . . so move in with minutes on:

★ RESCUE EIGHT—Mondays—7:30 to 8:00 PM

★ HONEYMOONERS—Tuesdays—10:30 to 11:00 PM

★ BOLD VENTURE

Reach deep for results and reach for WFGA-TV. It's your best buy in the Jacksonville Metropolitan Market.

For further information on one minute availabilities, call Ralph Nimmons in Jacksonville at ELgin 6-3381 or contact your nearest P.G.W. "Colonel."

BASIC NBC AND SELECTED ABC PROGRAMMING

Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

Since CBS Radio announced PCP, U.S. advertisers have invested $4,136,000 in new and expanded schedules on the CBS Radio Network.

Program Consolidation Plan, effective January 5, is the first major forward step to assure network advertisers of larger national audiences. These greater values are created through uniform station clearances, news every hour on the hour and more effective sequencing of entertainment programs. Full details on request.

New multi-million dollar investment in CBS Radio Network from industry leaders like: Bristol-Myers Co., California Packing, Fram (Filter) Corporation, General Electric (Lamp Division), Lever Brothers, Lewis-Howe Co., Q-Tips Sales Corp., Standard Packaging Corp., Stewart-Warner Corp. (Alemite Division), and many others.

Greatest sales period of any radio network in years.

What's the Outlook for '59?

BROADCASTING's February 9 issue called Perspective '59 will give you an exhaustive, comprehensive inquiry into every area of broadcast advertising including features like this:

- **Exclusive report of tv-radio net time sales for 1958.**
- **J. Walter Thompson's Arno Johnson analysis of tv-radio volume in '59 in relationship to economic trends.**
- **Nielsen report on attitudes of tv-radio audiences.**
- **Feature Film Supply . . . How long will it last?**
- **Videotape. Revolutionizing tv production in '59.**
- **RAB's Kevin Sweeney and TvB's Norman Cash reports.**

These, and other important contents including our regular spot news coverage, make the February 9 issue an outstanding advertising value.

Deadline: January 30; Regular rates

WIRE or PHONE nearest BROADCASTING office for your reservation now. 24,000 circulation.

OPEN MIKE

The new size fits

EDITOR:

I found the new format of Jan. 5 most readable and most enjoyable. Congratulations on your forward step.

Allan Sacks
Media Buyer
J. Walter Thompson
New York

EDITOR:

Congratulations on the "new" BROADCASTING which came to my desk this morning. I like your new size and new format.

Eugene Katz, President
The Katz Agency
New York

EDITOR:

I like it very much.

Frank Stanton, President
CBS
New York

EDITOR:

I noted with pleasure your new format this morning, and I immediately realized that BROADCASTING is now an even better book than before.

Although the new, smaller size is symbolic of a larger press run to you, to me it means a more convenient, easier handling magazine. And the new, more functional division of topics makes for faster reading and quicker reference . . .

Frank M. Headley
President
H-R Representatives
New York

EDITOR:

. . . I was very much delighted with the new and smaller format. Congratulations . . .

Russel Woodward
Executive Vice President
Peters, Griffin, Woodward
New York

EDITOR:

Heartiest congratulations on your new format. While it makes for easier reading, as long as the contents continue at the past excellent levels, BROADCAST-

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

Background Courtesy Detroit Institute of Arts

new WKMH sensation in Detroit!

Conrad Patrick, shown above, is WKMH's newest daytime personality. His immense popularity was proved dramatically in Pat's *Name The Show Contest*, planned and executed locally by WKMH for Frigidaire. Names poured into Detroit by the thousands from all over southeastern Michigan. Here, Pat awards first prize to Mrs. Margaret Burcar for her entry—"PAT'S PLATTER PALACE." This popular program (mornings and afternoons, Monday thru Saturday) is one more reason why WKMH is your best buy in the rich Detroit market.

Represented by Headley-Reed

knorr BROADCASTING CORPORATION

WKMH Dearborn-Detroit WKMF Flint, Michigan WELL Battle Creek, Michigan WSAM Saginaw, Michigan WKHM Jackson, Michigan

Get more 100% Spot Sales income:

REACH FOR THE STARS

Now NTA helps you supply that great and growing demand for more spot-minutes in your market: And you help yourself to more of that 100% spot income. It's all yours: great stars, great stories, great new television selling opportunities. You've got it all with NTA's

TV HOUR OF STARS

Now available for your station sales: 90 hour-length films made especially for television. They're yours from top studios such as 20th Century-Fox and Warner Brothers. They're yours to become one of your station's most flexible program concepts.

Strip them five days a week! Double them up for double audience interest, double selling strength. Play them as singles day or night! Any way, any time, anywhere they represent a potent new selling force . . . a wide new avenue of spot business for you. Phone, wire or write for details. Harold Goldman, Executive Vice-President.

NTA COLISEUM TOWER, 10 COLUMBUS CIRCLE
NEW YORK 19, NEW YORK JU 2-7300

ATLANTA, BOSTON, CHICAGO, DALLAS, MEMPHIS,
HOLLYWOOD, MINNEAPOLIS, TORONTO AND LONDON

KSO Audience and Billing Figures are easy on the eye.

Latest Pulse shows the spectacular swing of audiences to KSO . . . tells why advertisers, national and local, have boosted KSO gross billing a sensational 90% in the past 4 months.

Mornings!
KSO is up 47% from 6:00 AM till noon.

Afternoons!
KSO is up 23% from noon to 6:00 PM.

The Don Bell Shows!
Bell-loving Iowa has upped his audience a mammoth 150%.

Tote up the whole day!
Fully 40% more men, women and teenagers are spending their listening hours with KSO. And we're handing over this ever-booming audience to our ever-happy advertisers at lowest CPM in KSO history — as low as $.73 per Mmmmmm.

THAT'S WHY IN DES MOINES IT'S

KSO

RADIO ON THE **GO!**

PHONE TONY MOE AT KSO
or contact **H-R** *REPS*

LARRY BENTSON, President
TONY MOE, Vice-Pres.-Gen. Mgr.
JOE FLOYD, Vice-Pres.

ING will continue to be both textbook and "must" reading for everyone interested in our industry.

Robert W. Ferguson
Executive Vice President
WTRF-TV Wheeling, W. Va.

EDITOR:

I like the new format! BROADCASTING, always a readable magazine, is now better organized and greater than ever!

Ben Strouse
President
WWDC Washington, D. C.

EDITOR:

Congratulations on coming up with an even more useful, handy and informative product. I am delighted to see a tighter editorial format and I like your BROADCAST ADVERTISING section. It makes a lot of sense.

John H. Eckstein
Vice President
Wexton Co.
New York

EDITOR:

. . . The new format will make BROADCASTING as valuable as ever, a lot easier to live with in '59.

Martin Katz
Director, Sales Development
Blair-Tv
New York

EDITOR:

. . . It looks good, real good . . .

Gene Plotnik
Screen Gems
New York

EDITOR:

Congratulations on your new format. I find it to be much more convenient and comprehensive, making all the important news of the industry instantly available. May I also take this opportunity to thank you for permitting me to do the MONDAY MEMO on fm [Dec. 15, 1958]. The response was unbelievable. Calls and letters poured in from all over the country, including Alaska.

Joe Gans
President
Joe Gans & Co.
New York

Atlantic City slip shows

EDITOR:

There is an obvious error in the tabulation of revenue incomes for Atlantic City as listed in BROADCASTING [Dec. 29, page 63]. It is, of course, self-evident that network income in a city of this size would not be $110,515 (I should know!) but the total revenue for the market seems, from my analysis, to be about correct.

I'm wondering if there was a typo or transposition here and, if so, what the correct figures for each category would be. Will you let me know?

Jerome Sill
WFPG Atlantic City, N. J.

[EDITOR'S NOTE: The error was made by FCC, not by BROADCASTING. Upon rechecking their work sheets, FCC economists discovered that one Atlantic City station submitted its financial report with all time sales listed under the network category. Hence, all categories of time sales in Atlantic City as reported by the FCC in its 1957 financial report are incorrect. The Commission says it would require too much work to reprocess the figures. This also means that the FCC's total U.S. network, spot and local time sales are inaccurate by an unknown (but not substantial) margin.]

Listener is best critic

EDITOR:

Since the advent of broadcast advertising and particularly since television has arisen on the scene, it has become a playful pastime for persons not directly associated with advertising to castigate agencies and networks for the quality of programming.

In addition to the diatribes of these loquacious "culturists", I have observed, over the past few months, similar outbursts from members of the advertising fraternity. Frankly, when we start taking pot shots at ourselves, it is time for an "agonizing reappraisal."

Those persons who have directed these attacks at television programming are the very same people who are most influential in placing the current fare on television. Sure there is room for criticisms and it would be a sad day for the television industry when we cease experimenting and searching for better and more diversified programming.

However, in addition to criticizing, we should simultaneously be prepared to offer constructive suggestions which would overcome our objections.

It should be pointed out that, in the face of all of this adverse publicity regarding programming on the networks, we have constantly observed that viewers spend an increasing amount of time watching television year after year.

To all who cry about dullness and safeness in programming, I can only say that there is no better critic than the viewer. He will let us all know whether he likes a program or not—and very quickly.

Certainly, television programming can improve and it has over the years, but instead of constantly attacking it, shouldn't we present suggestions that can be accepted by all networks, agencies, advertisers *and* the American public?

Lee M. Rich
Vice President in Charge of Media
Benton & Bowles
New York

WILX-TV

NEW STATION—NEW COVERAGE....

CHANNEL 10 brings you coverage with

resultful penetration

in Michigan's "GOLDEN TRIANGLE" area!

FULL POWER:
VIDEO—316,000 WATTS
AUDIO—158,000 WATTS
ANTENNA HEIGHT—1008'

WILX-TV, affiliated with NBC, is the *only* television station giving City Grade reception to the three major Michigan cities of Jackson, Lansing and Battle Creek. This rich and heavily populated "Golden Triangle" area has *never before been reached by any single station!*

look at this coverage!

Total State Excluding Metropolitan Detroit		B Signal Area	
Population	43.4%	TV Households	44.0%
Households	44.7%	Farm Population	34.1%

look at this resultful penetration!

Total State Excluding Metropolitan Detroit		B Signal Area	
Retail Sales	47.3%	Retail Automotive Sales	50.3%
Retail Food Sales	44.7%	Retail Filling Stations	46.3%
Retail Drug Sales	48.6%	Gross Farm Income	39.9%

Michigan's Golden Triangle is a *major* market. In total population it ranks just below the 10th largest metropolitan area* and in TV homes, ranks just below the 27th market area** in the nation. Well worth considering . . . just check those figures again!

*BASED ON SRDS CONSUMER MARKET DATA
**BASED ON TELEVISION AGE 100 TOP MARKETS

prime time now available!

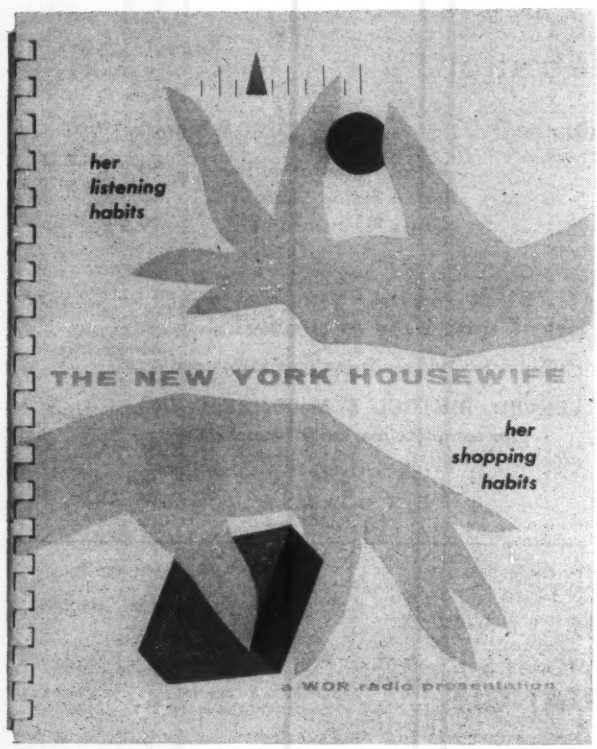
RIGHT NOW. . . is the time to contact

VENARD, RINTOUL & McCONNELL, INC.
for complete market information

WILX-TV
CHANNEL 10 SERVING MICHIGAN'S **GOLDEN TRIANGLE**

NBC

WOR RADIO STUDY ADDS A NEW DIMENSION TO COST-PER-1000



Advertisers have always been aware of the shortcomings of buying radio on a strictly cost-per-1000 basis. Everyone realizes that the lowest cost-per-1000 does not necessarily produce the greatest sales results for the dollars invested. Why? WOR's new study "The New York Housewife" gives the first statistical evidence.

The study, nearly a year in the making, analyzes the housewife audience of 8 major New York radio stations. Although the housewife may listen to many stations, she is a loyal listener to some and not to others; she is more personally-interested in some; she is more receptive to some; she is more attentive to some and she relies on one more than another. The way she listens to a station is bound to affect her response to its advertising.

There's a big difference in the type of housewife listener each New York station delivers. For example, in comparison with a top-rated music/news independent,

WOR RADIO DELIVERS . . .

30% **MORE LOYAL LISTENERS**

54% **MORE PERSONALLY – INTERESTED LISTENERS**

41% **MORE RECEPTIVE LISTENERS**

78% **MORE ATTENTIVE LISTENERS**

PER 1000 HOUSEWIVES REACHED

WOR's study also sheds new light on the housewife's shopping habits . . .

- HOW MUCH SHE SPENDS AND WHEN SHE SHOPS
- HER EXPOSURE TO RADIO AND NEWSPAPER ADVERTISING PRIOR TO SHOPPING
- THE LENGTH OF TIME BETWEEN ADVERTISING EXPOSURE AND SHOPPING

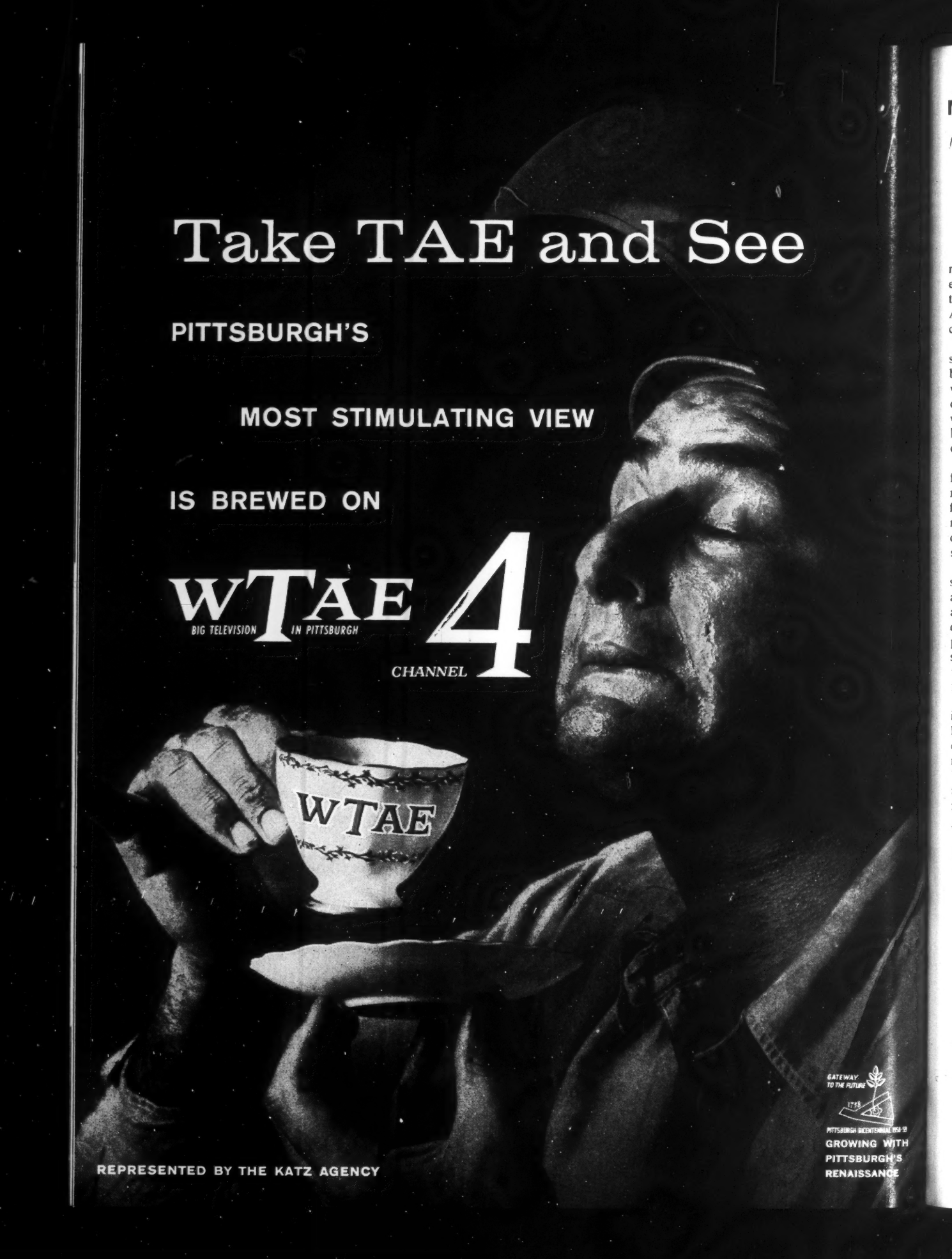
. . . important information that demonstrates why advertisers should make radio their primary choice. Ask your WOR RADIO representative for your copy of "THE NEW YORK HOUSEWIFE" study.

WOR RADIO 710

fm 98.7

A Division of RKO Teleradio Pictures, Inc.

Serving more advertisers than any other station in New York


Take TAE and See
PITTSBURGH'S
MOST STIMULATING VIEW
IS BREWED ON
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
WTAE
REPRESENTED BY THE KATZ AGENCY
GATEWAY TO THE FUTURE
1758
PITTSBURGH BICENTENNIAL 1958-59
GROWING WITH
PITTSBURGH'S
RENAISSANCE

MONDAY MEMO

from **JOHN G. COLE,** *commercial production director, Sullivan, Stauffer, Colwell & Bayles, Hollywood*

Hollywood's high budget commercials: No waste

Let's face it. Hollywood puts much more than just a good deal of the elusive ingredient called glamor in those tv commercials you pay so much for. And there is a rational basis for the cost.

Want a daisy field in December? A skating rink in July? A 62-ft. cobalt blue backing for a dance number? A western street? A waterfall, a grand opera set or a thousand miles of all-weather "location" country? You can have them in Hollywood for your tv commercials.

The scope and size of Hollywood's facilities are major reasons for the rapid growth of California's commercial film production. Today this is a multi-million dollar industry and lots of those dollars are moving west. But scope and size are only two of the reasons.

Actually, the "Westward Ho" really started more than five years ago when advertisers became fully aware of the advantages of film over live commercials. They wanted the excellence of photography, the control and the precision that only film can bring to tv advertising. Naturally they went to the film capital.

New York Still Headquarters • This is not to suggest that New York is no longer the headquarters for tv commercials. It is. More than 50% of the commercials filmed today are done in New York, 30-40% on the West Coast and the rest in Chicago. But for certain film commercials, Hollywood offers great advantages.

It's been suggested, although never proved, that more money is spent per commercial in Hollywood than any place else. It figures. Why go 3,000 miles unless you're involved in something big or unusual. And most of the items call for cost money—location-shooting, stars and production numbers.

This is not to suggest that money is thrown around carelessly in Hollywood. Hard-headed manufacturers, agency people, producers and directors feel they more than get back in increased sales what they invest.

Shortly after filmed commercials started being shot in quantity in Hollywood, the advent of big-program origination on the West Coast began—*Studio One, Playhouse 90, Matinee Theatre, etc.* And hundreds of actors, actresses, actresses, announcers and models headed for the sun.

About this time, both the established Hollywood celebrities and the new tv-made star began to get into the commercial act. There is probably not a viewer alive who hasn't heard a western star plug his sponsor's brand, a movie lovely extol a cosmetic or, for that matter, almost any Hollywood actor talk about anything from spark plugs to soap.

From 6 to 150 • Ten years ago there weren't more than a half-dozen tv film concerns on the West Coast (now there are something like 150). Of these few, there was only one major motion picture company who took the business seriously—Universal-International. Today, almost every major in Hollywood —Fox, MGM, Warner's, Disney, etc. —is involved in the production of tv commercials. The giants of the program package industry—Desilu, Revue, Four Star, etc.—also have hopped on the commercial band wagon.

Like the major studios, the big packagers are involved in varying degrees. Some have set up complete independent departments and actively solicit business. Others are interested only in servicing their program clients.

So these are some of the reasons for Hollywood's increasing activity in tv commercials—more scope and size in facilities, more film and less live, more important program origination, popularity of star-spoken commercials and the advent of the majors in the field.

There is a final reason, vitally important but much harder to define. It really should be called "craftsmanship" and reflects the expert technical know-how developed over almost half a century of film making in Hollywood. It's the kind of craftsmanship you can see in an animated commercial produced by H-B Enterprises (Bill Hanna and Joe Barbera, who in 20 years as co-heads of MGM's cartoon division won 7 Academy Awards and 17 nominations). The kind of craftsmanship in a Helen Rose creation. Miss Rose is the internationally-known designer who, among other things, ran up that little number Grace Kelly wore at her wedding. The kind of craftsmanship in a special effect or optical work created by Roy Seawright. A partner in Cascade Pictures of California Inc., he made history by making people disappear in the "Topper" movies.

300 Years of Experience • If you're statistically minded, you could probably figure out that the 12 or 15 technicians on an average Hollywood commercial set, each with 20 to 30 years of technical experience in film making, means approximately 300 years of film know-how at your disposal. For a piece of celluloid advertising of less than 60 seconds, that's a lot of craftsmanship!

The Horace Greeley tag is on tv commercials for sure and it's getting bigger every year. And it's been a good thing for the industry as a whole. Hollywood has learned a lot about advertising in the last 10 years. (It took a while to convince West Coasters that the client's package insert was as important as that establishing panoramic dolly shot.)

Hollywood is making its contribution of scope, glamor and know-how. And many smart advertisers have found this combination pays off.

John G. Cole began his advertising career in mid-'30s in copy dept. and radio production at Gardner Adv., St. Louis, moving to Compton Adv., N.Y., in 1939 as copywriter on Procter & Gamble. In 1941 he returned as director of Vox Pop *show for Ruthrauff & Ryan. For eight years he was radio director and tv supervisor* (Ellery Queen, The Shadow, Aunt Jenny, Arthur Godfrey, Big Town, Four Star Revue, *etc.), the last three as head of radio-tv production for R&R. He went west in 1953 as assistant director of Hollywood office of Sullivan, Stauffer, Colwell & Bayles. He added to present duties as tv commercial activity increased.*

LATEST ARB

FOUR WEEK, Oct. 15 - Nov. 11 SURVEY

Shows WDEF-TV CHATTANOOGA

First total competitive quarter hrs.

WDEF-TV 226

Station B 191

Station C 61

First prime viewing hrs. 7-11:15pm

WDEF-TV 71

Station B 27

Station C 22

First in facilities too!

now telecasting from new broadcast center

CBS TELEVISION

The BRANHAM Company

wdef-tv 12

74th MARKET • CHATTANOOGA

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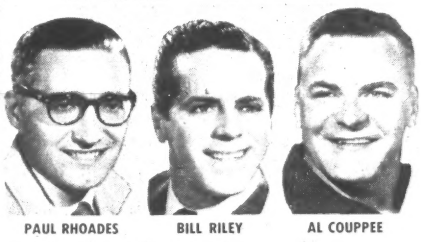
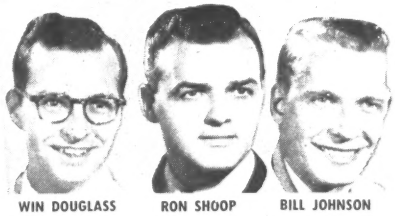
Man Alive!



PAUL RHOADES BILL RILEY AL COUPPEE



WIN DOUGLASS RON SHOOP BILL JOHNSON

DON SOLIDAY GORDON GAMMACK

WALT RENO TED HAZARD

THIS IS TELEVISION IN DES MOINES

Iowa's lively center of business activity

ON CAMERA! That's the way this "know-how, go-now" station keeps pace with all that's going on now in Des Moines. "Now" television . . . "this minute" television . . . spontaneous . . . vital . . . television that dominates this big-money, free-spending market.

THE ENTHUSIASM FOR KRNT-TV's "MAN ALIVE!" PROGRAMMING creates enthusiasm for advertised products . . . generates buying excitement that shows up on the cash register. Buy the station most people watch most . . . the station far more people depend on for accurate news . . . the station with the most believable personalities, according to Central Surveys, Inc.

YOUR CAMPAIGN IS LIVE . . . LIVELIER . . . LIVELIEST . . . sure of success when you place it on KRNT-TV, CBS-affiliated to give viewers an eyeful . . . so ably represented by Katz. Complete program listings every month in SRDS.

THE DES MOINES TELEVISION MARKET:
KRNT-TV effectively covers 41 of the richest counties in Iowa with 324,000 homes, 88.4% of them with one or more TV sets. Retail sales $1,229,064,000. Facts compiled from Television Magazine Market Data, 1958, and Survey of Buying Power, 1958.

You've Got A Live One When You Buy

KRNT TV

A COWLES OPERATION
CH. 8

"Our family has been tuned to WRC almost exclusively since we came to this area several years ago. . . . Al Ross is a particular favorite of mine. . . . I have never, ever heard fatigue, worry, anger or any other negative tones in his voice. . . . Was glad to hear Willard Scott's voice after a too-long absence. Do you think Eddie Walker and he will team up again as they did in a past show, 'Two At One'? They are good on their own but it's a riot when they get together. Sort of a Bob and Ray bit with added local flavor. . . . I spend 99% of my time at home listening to WRC and caring for our five children. . . . Your announcers are of particular influence on me. I feel as if they are my own particular friends and tend to quote them to my husband. . . . Thank you so much for selecting such a wonderful group of friends for the listening public. . . . Very truly yours, Mrs. Patricia Strong (4221-72nd Ave., Landover Hills, Maryland)"

Mrs. Strong's unsolicited letter is another glowing tribute to the around-the-clock attraction (and sales impact) of WRC Radio.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

January 12, 1959

Vol. 56 No. 2

TV NETWORKS' OWN BUCKET BRIGADE

• All three may join to fight the fires in Washington

• Ex-Sen. Potter may be picked as new association head

Formation of a Washington-headquartered association of the television networks, to be headed by a public figure of the stature of former Sen. Charles E. Potter of Michigan, is under active consideration.

The purpose would be to put out at least some of the fires that Washington has been lighting under networks for the past several years.

While confirmation of the selection of Sen. Potter as the networks' Washington front man was lacking, it was learned that during the past few weeks he has been consulted individually by top executives of CBS, NBC and ABC. Conversations centered around an organization that presumably would be not unlike the Motion Picture Assn., representing the Hollywood producers, which Eric Johnston heads.

Mr. Potter, a Republican who lost out in last November's Democratic landslide, has been offered a number of high government posts by the Eisenhower administration and some private industry positions but so far has rejected them. But he is definitely interested in the Washington network representation on a policy level.

If the plan materializes—and there was every indication last week that it would—it would not interfere with the existing Washington network personnel or organizations. These offices would function as usual. Nor would the intent be to interfere with the broad trade association functions of the National Assn. of Broadcasters, in which all three tv networks hold memberships.

Virtually since the emergence of television as a significant entity a decade ago, the networks have been subjected to heavy pressures from Congress, the regulatory authorities and the Dept. of Justice. The creation of a Potter office, drawing upon the background and experience of the well-liked and highly respected former legislator, would be for the openly expressed purpose of creating a better network image both on the Washington scenes and nationally.

Discussion has centered around estab-

Mr. Potter

CHARLES E. POTTER, the man under consideration to head a new association of television networks, has been one of the most broadcasting-minded members of Congress in recent years. This was true both for Rep. Potter (1947-52) and Sen. Potter (November 1952-Jan. 3, 1959), although he was much more active in broadcast matters during his six-plus years in the Senate.

Sen. Potter asked for and received the chairmanship of the Senate Commerce Committee Communications Subcommittee during the Republican-controlled 83rd Congress. In this position, he was chairman at the start of an investigation of the "status and development of the uhf channels in the U.S.," begun in March 1954.

This investigation later was broadened many times, taking in all phases of television, and still continues in the 86th Congress. When the Democrats took over control of the 84th Congress in January 1955, Sen. Potter stepped down as chairman but remained on the Communications Subcommittee and active in radio-tv matters.

It was in July 1954 that Sen. Potter first recommended a special group to study the use of the spectrum and during the 85th Congress he introduced a measure calling for a special commission to investigate the government's use of its spectrum space.

The Potter Resolution originally received wide industry support and last spring passed the Senate without serious opposition. However, the House Commerce Committee late in the session reported out an amended version of Sen. Potter's bill which brought stiff and effective opposition from the broadcasting industry.

As amended by White House suggestions the House version of the Potter bill would have shifted emphasis of the proposed spectrum study from military to civilian usage. Although placed on the House Calendar, the bill never reached the floor because of the opposition that arose. A spectrum study has been placed high on the priority list for the new Congress by the chairmen of both Commerce Committees.

A second Potter bill in the past Congress would have repealed Sec. 309 (c) (protest provision) of the Communications Act. While a senator, he was an outspoken foe of pay tv and staunch supporter of broadcasting in its uphill fight to gain equal access with print media to congressional proceedings and the courts.

The 43-year-old senator was defeated for re-election last November by Michigan Democratic Lieutenant Governor Philip A. Hart. Before entering politics, Mr. Potter was a social worker in his native Michigan. He lost both lower legs in Germany during World War II and later won national recognition as a vocational rehabilitation advisor for the Labor Dept.

In January 1952, while still a representative, he was named one of the 10 outstanding young men in the U.S. by the Junior Chamber of Commerce. Mr. Potter is a graduate of Michigan State Normal College and holds two honorary doctorate degrees.

WILS
5,000
LIVELY WATTS
LANSING

FIRST IN AUDIENCE
... more than 100% greater audience* than any station heard in the Lansing area.

FIRST IN POWER AND COVERAGE
With 20 times the power of any station in Lansing ... WILS produces the *most coverage for your money.*

FIRST IN MICHIGAN'S MONEY MARKET
WILS reaches 210,490 Radio homes in the 17 county central Michigan area ... 1st in Michigan in C.S.I.

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

*C. E. HOOPER

WILS
music news sports

ASSOCIATED WITH PONTIAC'S
WPON

lishment of a relatively small Washington organization, perhaps comprising two assistants in addition to Sen. Potter, which would function as the "Television Network Assn." or some similar descriptive title. If this idea is found not suitable, then presumably Sen. Potter would be retained as an over-all consultant to the networks, with the three existing organizations underwriting the costs.

Because of intramural conflicts among segments of its membership, NAB has been unable to fight the battles of the networks, except where their interests coincided with those of television as a whole. This has nettled the individual networks, although there have been no recent incidents which have threatened the withdrawal of any of them from the NAB. The thought has been advanced that creation of the Potter office would help, rather than undermine, the NAB since it would eliminate one of the most basic sources of membership discord.

The Potter arrangement presumably would not entail the former legislator's appearance before Congressional committees or the FCC. The individual networks, when called upon, would appear through their executive echelons as in the past. But they would have the benefit of Mr. Potter's counsel on matters removed from the sphere of business or facilities competition.

The Potter office plan is understood to have the enthusiastic support of both CBS and ABC. NBC is represented as being in favor of a Washington consultancy, but apparently is as yet undecided as to whether it should take the trade association format outlined, or an out-and-out consultancy.

NBC now has a consulting arrangement in Washington with F. M. (Scoop) Russell, who relinquished his NBC vice presidency last June after 29 years as the network's Washington officer. CBS is represented in Washington by Joseph H. Ream, vice president, who formerly was executive vice president of the parent company. ABC's Washington vice president is Robert H. Hinckley, former assistant secretary of Commerce and former chairman of the Civil Aeronautics Board (in the Roosevelt administrations).

The trouble they're in

In the past few years trouble has hit the networks from the Congress, the Dept. of Justice and the FCC.

Here are some of the trouble spots:

• The House Antitrust Subcommittee in 1957 issued a report questioning the antitrust legality of option time, must-buys, affiliation agreements and multiple station ownership. At the time the subcommittee said it would watch FCC regulation in those areas.

• Within months Kenneth Cox, special counsel to the Senate Commerce Committee, viewed the same practices with misgiving. Mr. Cox, like the House Antitrust Subcommittee, raised antitrust questions. It was before the Commerce Committee, in hearings that preceded Mr. Cox' report, that Richard A. Moore, president of the independent KTTV (TV) Los Angeles, lit the first fire to singe the networks with carefully prepared testimony accusing the networks of antitrust violations.

• In October 1957 the special FCC Network Study Group under the chairmanship of Roscoe Barrow, produced a massive indictment of many network practices. The Barrow Report recommended, among other things, the abolition of option time and must-buys, licensing of networks by the FCC and limitation of station ownership.

The FCC has only now begun serious consideration of action under the Barrow proposals. Its first step will be the issuance of a report on option time, due this week (see page 63). This report, as prepared for the final vote, finds option time necessary for the networks but disadvantageous in some respects to stations, advertisers and independent program firms.

• Whatever report the FCC adopts on option time will be sent to the Dept. of Justice for comment, under a commitment the FCC made last year. At that time antitrust officials of the Dept. of Justice let it be known they regarded option time as a per se violation of the antitrust laws but said they would defer action until the FCC did something about the Barrow Report.

• In each of the past several Congresses a bill has been introduced by Sen. John Bricker (R-Ohio) to place the networks under regulation of the FCC. Mr. Bricker was defeated last November, but there is a chance his bill or one like it will be reintroduced. The House Legislative Oversight Committee has proposed an investigation into the question of network regulation. Sen. Paul Douglas (D-Ill.) has said he may introduce such legislation.

• Sen. A.S. Mike Monroney (D-Okla.), a member of the Senate Commerce Committee, has announced he will hold hearings soon in New York on television program ratings. It will be the ratings of network programs that get the principal if not entire attention there.

NBC-TV scuttles must-buy . . . . . page 59
FCC: Yes-but on option time. . . . page 63

WMAR-TV SUCCESS STORY. . . .

Necco **New England Confectionery Company**

makers of fine candies since 1847

254 MASSACHUSETTS AVENUE, CAMBRIDGE 39, MASS., U.S.A.

C. S. BRIEL
Baltimore 28, Maryland
Ridgeway 7-9092
Ten Dungarrie Road,

December 30, 1958

Mr. Tony Picha
Promotion & Publicity Manager
WMAR-TV - Sun Square
Baltimore, 1, Maryland

Dear Tony:

In checking over my records, I thought you would like to know what WMAR-TV has done to improve the sale of Necco products being featured in spot commercials on your programs. For your edification, as well as my own, I have spent considerable time working out an analysis of sales on Rolo and Sky Bar to our 57 direct buying accounts who distribute these types of products in the Baltimore area.

The sales analysis referred to above was based on the period September through December 1957 (no television) versus September through December 1958 (WMAR-TV television). During the above stated period, sales on Rolo showed a phenomenal increase of 400.68% in 1958 over 1957. Sky Bar sales realized a 37.01% increase on the same comparative basis as hitherto stated. As Sky Bar has been well established on the local market, it could not be expected to show a markedly heavy sales increase as has been the case with a comparatively new product such as Rolo.

Sky Bar and Rolo are highly regarded by our direct buying accounts as to having excellent consumer acceptance. Nevertheless, in some manner we had to get a message to the consumer as to the appeal of subject products. Thus, I feel our recent improved success with Rolo and Sky Bar is attributed mainly to advertising through the medium of television.

I should like to thank you for the sales promotion and cooperation you have given my Company in conjunction with our advertising. Best wishes in all your activities during the coming year.

Very truly yours,
Chris S. Briel

Chris. S. Briel,
New England Confectionery Co.,

CSB:pb
cc: Mr. Proctor Coffin,
Mr. Howard A. Maynard.

SUNPAPERS TELEVISION
BALTIMORE 3, MARYLAND PHONE MU. 5-5670
NATIONAL REPRESENTATIVE THE KATZ AGENCY

WMAR-TV 2
channel

DOES Y&R SETUP FORECAST TREND?

- **Y&R explains why it centralized most tv functions**
- **Other agencies pivot moves on medium's growing power**
- **The warning: agencies must sprint to keep up with tv**

The mounting dominance of television among the country's top advertising agencies is significantly illustrated by Young & Rubicam's radical overhaul of the way it conducts its broadcast business. The agency started out the year by centralizing network time-buying, tv programs and selection of time periods into an expanded radio-tv department (BROADCASTING, Jan. 5).

Y&R's deference to the growing importance of television is not an isolated phenomenon. It is supported by other current moves in the top half-dozen broadcast agencies as well as being documented by recent public comments from some of their broadcast executives.

Behind the actions and awareness—as culled from talks with several agency executives—is this warning: Even the large-billing agency must be on its toes to live (and in some cases, survive) with tv. Television is growing in size, importance and complexity; its demands are greater on advertisers' budgets and on agency creativity.

Considerable light was thrown upon this situation by Peter G. Levathes, vice president in charge of Y&R's newly-expanded radio-tv department, in a special interview last week.

Show's the Thing • Mr. Levathes says, "today in tv, the show's the thing." And his sentiment recently has been echoed elsewhere. McCann-Erickson, for example, the No. 2 radio-tv agency, has hired Sylvester L. Weaver, former NBC head, as a tv consultant; Benton & Bowles' Tom McDermott, vice president in charge of tv programming, has stressed the need for agencies to select strong programs and keep them up there, while the showmanship of J. Walter Thompson's Dan Seymour, vice president and director of the radio-tv department, is credited with a large share of the success of that agency, No. 1 in the broadcast media.

The essential ingredient in Y&R's move: all network buying of time as well as shows and selection of time periods will be handled by the new radio-tv department. Contractual matters, negotiations, etc., also will be handled by the department. Left in media for the time being at least will be the actual purchase of spot but not the compilation of availabilities and scheduling.

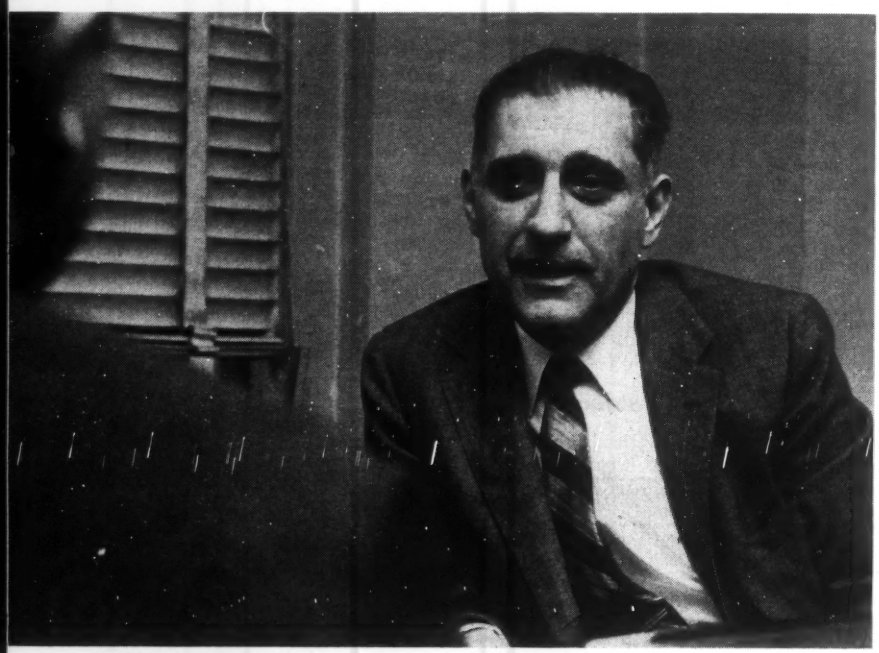
The reaction of agency executives checked was overwhelmingly favorable to the Y&R reorganization, though agency spokesmen were careful to point out that what is best for Y&R might not be for others.

The consensus, however, was that this was a step in the right direction. Agency people saw in the Y&R move a way of resolving a particular problem that can exist between media and programming, particularly heightened by the rise of tv.

Treacherous Ground • Some caution was expressed in applying the Y&R principle to all of the leading radio-tv agencies. It's noted that each agency provides exceptions to the rule, that any generalization of programming and media functions can prove treacherous. The approaches at the various agencies are affected in no small measure by the individual accounts involved (a Lever, a P&G, a cosmetic account would be handled differently than one which is primarily in print).

Most leading agencies since the early 50's have integrated buying (both network and spot). By "integrated," the agency means buying via account groups. Some notable examples are J. Walter Thompson, Benton & Bowles and Ted Bates. Y&R's approach is to retain this system of buying in media while in the new radio-tv department, programming specialists each will be assigned accounts. Under this system, every account will have its tv expert.

To take two of the agencies: at J. Walter Thompson there's a fine line drawn between radio-tv programming and media, though they work closely. Programming people in general negotiate for shows and time, deal with program sources and networks, while



Y&R's Peter Levathes: he tells why agency is putting most tv activities into one department

media people buy network and spot, supervise contractual agreements and clearances and provide research (including study of the time period).

At Ted Bates & Co., the philosophy—implemented by Radio-Tv Vice President Richard A. R. Pinkham—is that programming should be headed by a programming executive, that his department should not only pick network programs and supervise their negotiation, but also should be charged with purchasing decisions. Mr. Pinkham's department recommends network shows and purchases network participations as well as time slots. Media—headed by Vice President Edward A. Grey—heads all spot activity, follows up the signing of programming contracts by Mr. Pinkham's department and similarly follows up where Mr. Pinkham's programming people leave off.

Details of the Y&R moves as well as a general discussion of the tv ad business from an agency's point of view are contained in the interview with Mr. Levathes, a summary of which follows:

Y&R's New Look • Two elaborate departments—programming and media—developed at Y&R over the past five or six years. Programming dealt with program content, while media handled all facilities, business affairs and purchasing aspects of shows and time period. (Similar organizational set up at several large-billing agencies.)

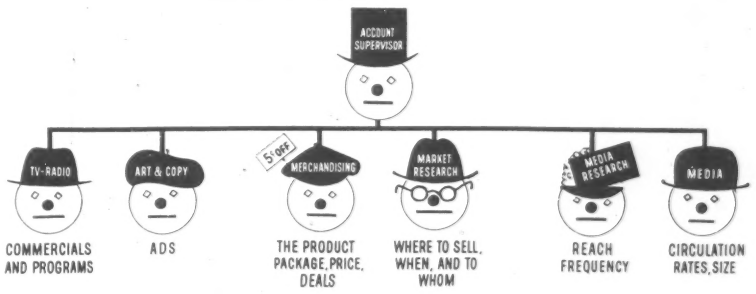
The basic change: All of these functions—except for the production of tv commercials and the actual purchase of spot—are combined in the new radio-tv department. The purchase of spot may be resolved differently, but for now it is part of media.

Mr. Levathes' unit will concentrate on the show business side of tv programming and functions mainly in the selection and purchase of shows and the determination of the time period.

Actually, in the past year the two departments in practice had merged and during this time the agency had been considering a formal consolidation. (Right now, Mr. Levathes also continues as head of media but it is expected a new director will be appointed.

(Mr. Levathes, who was vice president of media, on Jan. 1 was appointed to his new radio-tv department post. He reports to Y&R President George H. Gribbin. Robert P. Mountain, who was vice president of radio-tv, was assigned to vice president in charge of new business [BROADCASTING, Jan. 5].

(Last week the reorganization moved ahead another notch with the return to Y&R of Nat Wolff, a programming expert who has served also with NBC-TV and was active in his own package firm [WEEK'S HEADLINERS, page 10]. Mr. Wolff reports to Mr. Levathes.)



Cunningham & Walsh's lateral play • A view of the integrated media-marketing team was presented at last Tuesday's (Jan. 6) timebuying and selling seminar of the Radio & Television Executives Society in New York. The speaker: Newman McEvoy, senior vice president and director of media, Cunningham & Walsh, New York. His topic: "The Media-Marketing Team."

How the team communicates "laterally" under direction of the account supervisor or "marketing coordinator" is illustrated by the sketch above.

Mr. McEvoy said that marketing research indicates when and where to spend ad dollars, developing detailed market profiles of age, sex, geographic variance, economic factors, merchandising and pricing. The marketing expert decides what's an affordable level of advertising and what are realistic advertising expenditures per sales unit. The media expert then supplies answers to what media are to be used and in what combination, with the planning taking into effect rates, coverage, cost-per-thousand, reach, frequency, editorial environment and other factors.

From the system of "lateral communication," Mr. McEvoy said, "all members of the agency team benefit by getting a well-rounded view of the problem."

The Whys in Change • Mr. Levathes makes it plain that the new radio-tv program unit will concentrate on the show business facet of tv programming.

There are at least six important reasons why Y&R changed its approach to the television medium:

- So that one department would select and purchase all broadcast shows.
- To avoid a "twilight" zone in jurisdiction between the media and radio-tv departments.
- To permit people who do business with Y&R on tv matters to go to a central source.
- Because a program's content and its location on a network schedule are more related than ever before, these facets should be dealt with together, not separately.
- To permit greater specialization.
- To make for efficient and prompt decisions—particularly in nighttime schedules where the need for swift evaluation is mandatory.

Advertiser Concepts • "There has been a gradual merger of time and program," Mr. Levathes says, noting that tv's emergence has changed advertiser concepts.

An advertiser commitment for exclusive sponsorship of a program is impractical in most instances. He notes that the occupancy of a time period for an advertiser has become more complicated because of multiple sponsorship.

He illustrates the magnitude of tv today by estimating that a 52-week hourly show if sponsored by only one advertiser would mean a $10-12 million investment. Thus, usually other people—other sponsors—must be accommodated within the time period. "Time and talent have become inseparable."

Mr. Levathes emphasizes that a show's value can change with a shift in time period (that is, in the location on the schedule) or with a change in content. And, in fact, he declares, these two essentials are what now determine a tv buy.

As more problems and complications arise in tv the need for greater specialization appears, Mr. Levathes finds. With a greater concentration on the broadcast media, there actually is a smaller group of key people involved at the agency and thus decisions can be more effective and prompt.

Top-Notch Staff • Mr. Levathes, however, is aware that effectiveness comes not only from departmental organization but the people in it. He says, "We have a top-notch staff in our radio-tv department—the most skilled craftsmen in the agency business."

The tv-radio unit at Y&R will be built around these key executives: Mr. Levathes, Mr. Wolff, Everett H. Erlick (has handled contracts and other tv

legalities); Norman Glenn (background in research, show business and media); David Levy (a writer, some 20 years with Y&R and experience in just about every department in the agency), and Wick Crider (a tv program expert). Mr. Erlick, a vice president, was in media; Mr. Glenn, a vice president, is a radio-tv supervisor; Mr. Levy, a vice president, is an associate director and Mr. Crider is a radio-tv supervisor.

Does Y&R expect the change to help its tv billing grow? Mr. Levathes says, "We expect to have the finest tv department in the business, so impressive to the trade and to clients that our business will be bigger."

Mr. Levathes says he believes in the medium, considering tv "as one of the most productive the world has ever known—it has not yet scratched the surface." Television, he continues, has been "strapped by radio traditions." Opportunities to sell goods through television are "unlimited," he finds. "We will experiment with television, find new and different ways to use it."

Tv More Basic? • While Y&R's tv billing should go up (currently the broadcast level is $95-100 million), tv will not siphon away client money from other media but will become a more basic consideration. "We are aware," Mr. Levathes observes, "that tv has special peculiarities to achieve certain advertising objectives."

Asked about agency control of programming, Mr. Levathes answers: "The greatest control an agency has on tv shows is in its buying choice."

The radio-tv department, according to Mr. Levathes' sketch, will deal with both the networks and packagers. Prime prerequisite will be "is it a good show, does it fit the need of the advertiser?" While audience delivery (circulation) is important, there are other "dimensions" to be considered. These will be under the direct control of the Y&R broadcast specialists.

Tv today has become "truly competitive," Mr. Levathes, a chief achitect of *Operation Daybreak* on ABC-TV, observes. With three networks now providing nationwide coverage, "the show is the thing." By simply studying the Nielsen pocketpiece, one can chart "peaks and valleys" of program audience, Mr. Levathes points out, adding, "Give them [the public] the show and they will find it."

That Flick of the Dial • An agency must be able to evaluate the nighttime schedule swiftly—a flick of the dial can lose millions of potential customers for a product.

At one time, Mr. Levathes emphasizes, it was a tv station manager or operator who was the program chooser —picking what the public could watch. With three or more tv stations in a market, the public now is the selector—"an agency must be more careful about choice."

Y&R, whose client roster boasts tv's blue chips, points to the following nighttime shows as standouts in strength: *Maverick* and *Cheyenne* on ABC-TV; *Gunsmoke* and *Alfred Hitchcock Presents* on CBS-TV; the Goodyear show on NBC-TV and *The Lineup* on CBS-TV, among others.

Watching "Daybreak" • Of "Operation Daybreak," Mr Levathes says Y&R still believes it was launched on a "sound premise," that its ratings seem to be going up but that the agency will watch OD carefully, particularly in the next two months—"It takes longer for things to percolate in the daytime."

Mr. Levathes says the main advantage of film is that it permits the producer to bring all creative elements together at one time and to store them until the most favorable time period. He predicts a future for videotape too and Y&R is watching it closely.

Single rating system called suicide path

Broadcasting would be taking the shortest path to "suicide" if it discarded its present four or five rating systems in favor of "head-counting" such as that performed in the newspaper field by the Audit Bureau of Circulations, Dr. Sydney Roslow, director of The Pulse Inc., told the Washington Ad Club last week. Dr. Roslow thus challenged the position taken by George Abrams, Revlon advertising vice president, that radio and television have need for a single research organization such as the ABC in a talk to the club last month (BROADCASTING, Dec. 15, 1958).

Roslow: Sees sorrow in tv head-counting plan

Dr. Roslow cited the reduction in number of newspapers in the face of rising population and income as results stemming from the "blind reliance" by newspapers and the print buyer on circulation figures alone. "Head counting," he said, "kills competition because it ignores all other facts about the quality of the audience."

Dr. Roslow contrasted the drop in number of newspapers with the steady growth in number of both radio and tv stations since the advent of the two broadcast media. He attributed this difference largely to the single service (ABC) in the publishing field and the multiple, competitive services in broadcasting. Such multiple research, he said, helps define the station and program image to the audience and the characteristics and qualities of the audience to the advertiser and station.

Test census Feb. 20

Test census enumerations for 1960 will be conducted in Catawba and Rutherford counties in western North Carolina by the U. S. Census Bureau starting Feb. 20. At every fourth household interviewers will leave a form asking if there is a radio set and how many; a tv set and how many.

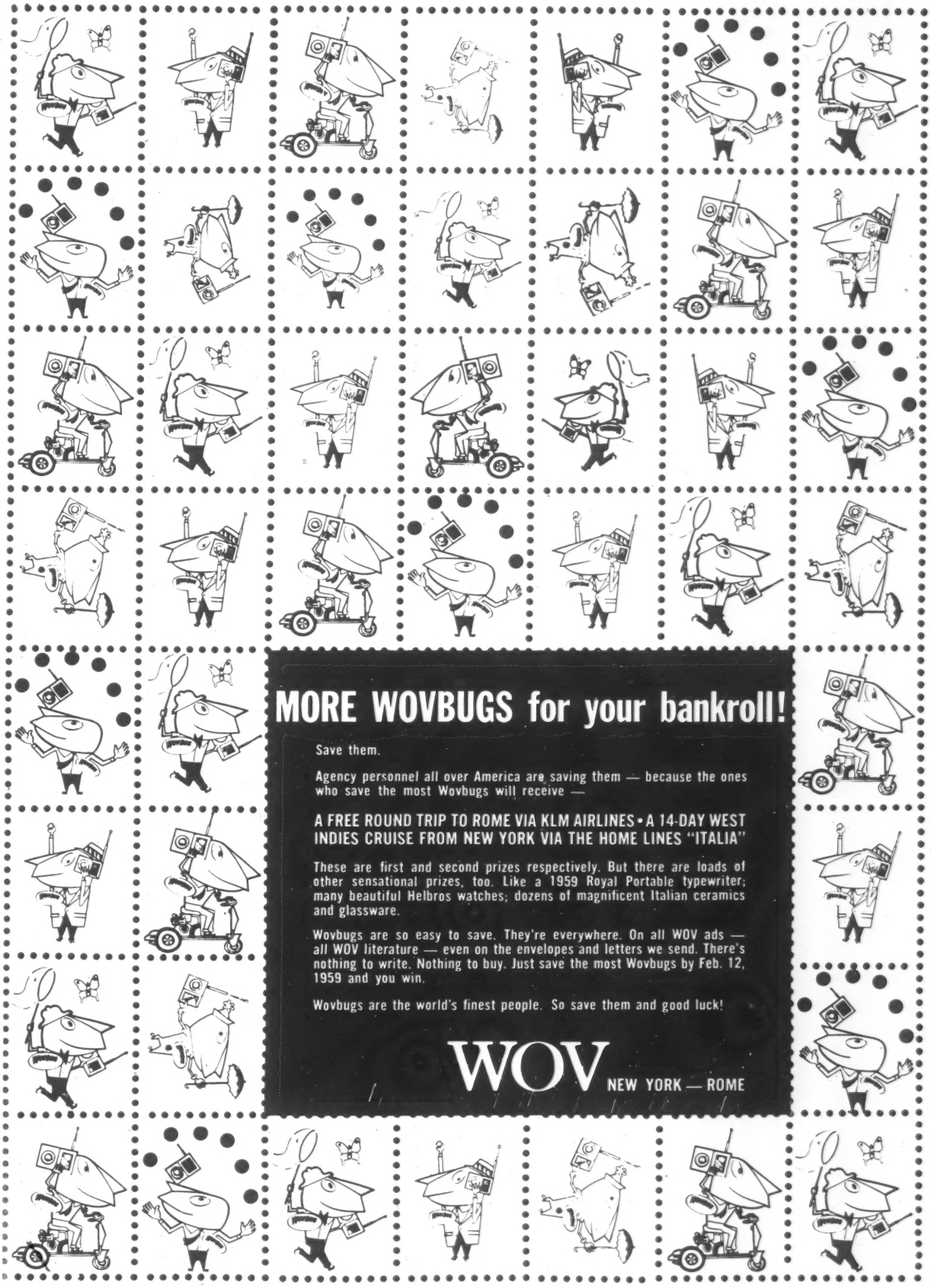
The Census Bureau has turned down industry requests to include fm radio and uhf tv questions.

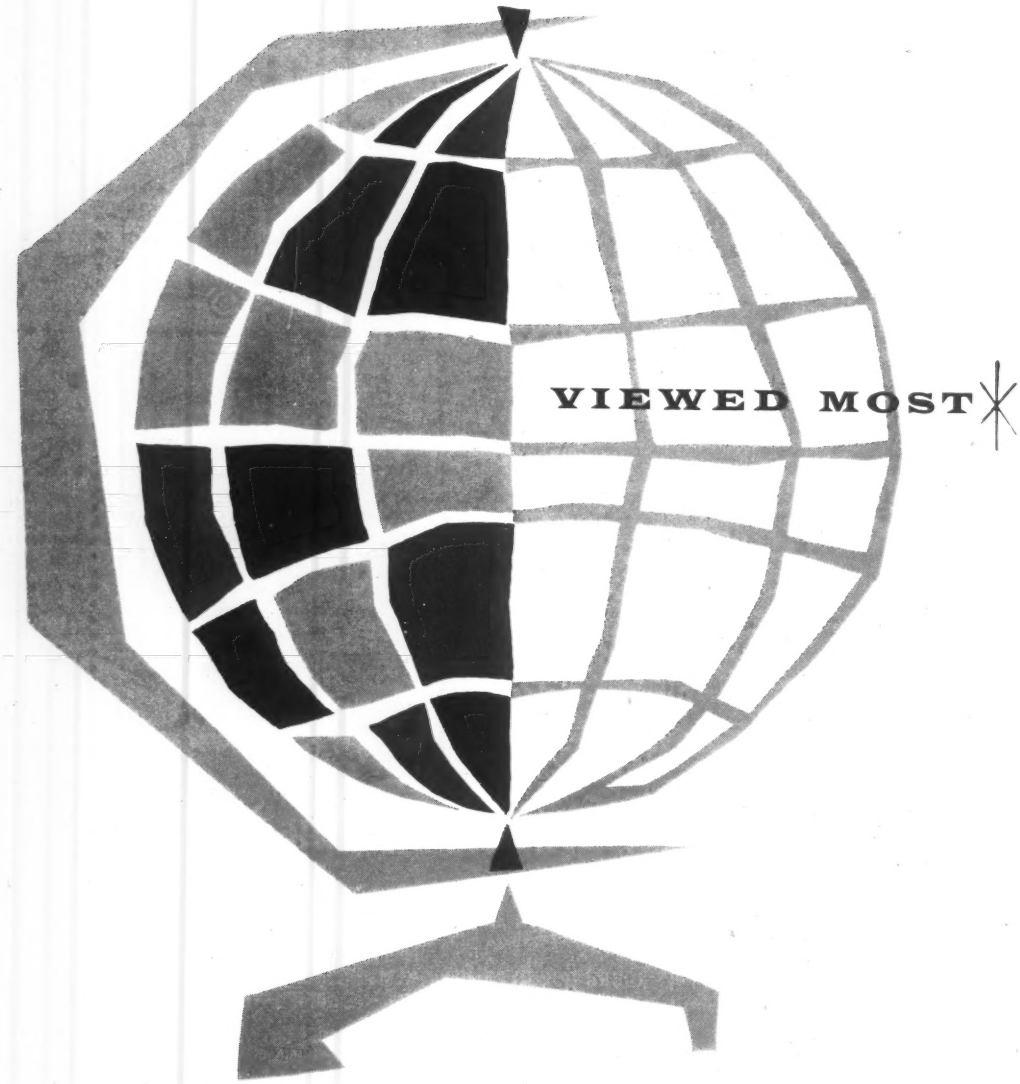
The bureau will use a new technique in the advance census report form. This form contains basic census questions and will be distributed to households in advance of the regular house-to-house canvass, giving the family a chance to assemble information about each member in advance of the census taker's visit. The radio-tv questions are contained in a special report form along with other questions on household equipment. They are to be mailed.

Test questionnaires will be mailed to the census processing center at Jeffersonville, Ind., where they will be edited, coded and microfilmed.

Sawdon adds Stanley

Frank B. Sawdon, vice president and director of Robert Hall Clothes and president of Frank B. Sawdon Adv., has resigned his position with Robert Hall "to expand the (Sawdon) agency." At the same time Mr. Sawdon announced expansion has begun with acquisition of F. B. Stanley Adv. Co., effective immediately. All Stanley personnel are being absorbed in the Sawdon organization with Stanley Syman becoming executive vice president and Ardien Rodner, vice president and media director. Mr. Sawdon also has signed a long-term consultant contract with Robert Hall Clothes.


MORE WOVBUGS for your bankroll!
Save them.
Agency personnel all over America are saving them — because the ones who save the most Wovbugs will receive —
A FREE ROUND TRIP TO ROME VIA KLM AIRLINES • A 14-DAY WEST INDIES CRUISE FROM NEW YORK VIA THE HOME LINES "ITALIA"
These are first and second prizes respectively. But there are loads of other sensational prizes, too. Like a 1959 Royal Portable typewriter; many beautiful Helbros watches; dozens of magnificent Italian ceramics and glassware.
Wovbugs are so easy to save. They're everywhere. On all WOV ads — all WOV literature — even on the envelopes and letters we send. There's nothing to write. Nothing to buy. Just save the most Wovbugs by Feb. 12, 1959 and you win.
Wovbugs are the world's finest people. So save them and good luck!
WOV
NEW YORK — ROME



The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 • Lancaster, Pa. • NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

WCRB cuts out liquor

WCRB Boston, good-music station that has defied NAB and blue-nose bans against hard liquor advertising, did a turnabout last week and reluctantly decided to cease its liquor advertising.

Theodore Jones, WCRB operator, wrote Harold E. Fellows, NAB president, that Federal Liquors Ltd. had been given two-weeks notice to discontinue featuring Nuyens vodka and cordials (BROADCASTING, Oct. 27, 1958). At the NAB fall conference in Boston Oct. 20 Mr. Fellows had chided broadcasters "who sell their birthright for a $20 bill." WCRB was on the air at the time with its vodka commercials, heard 11-12 p.m.

Said Mr. Jones, an abstainer, in his letter to Mr. Fellows, "We have had no adverse comment from the public directly. The only adverse mail has come from the publishing of two critical articles in the *Christian Science Monitor*. One-fourth of all such mail supports our stand."

Observing it is "unfair discrimination" in view of liquor advertising in other media, he termed it "hypocritical" to allow beer and wine as moderate beverages in view of the number of beer and wine alcoholics in hospitals. He said he would endorse a law to outlaw liquor advertising in all forms in all media.

Why the switch? "Because of the many implications involved" and "out of consideration for NAB views," Mr. Jones said. He added, "After deep thought on the possible effects such a policy as ours may have on people in general, on the industry as a whole, on national legislation in particular and because it might affect the FCC in future actions we have decided to discontinue our hard liquor advertising."

New accounts to DR&J

Two new cosmetics accounts that will be announced "shortly" by Dowd, Redfield & Johnstone Inc., New York, and Boston affiliate John C. Dowd Co. (CLOSED CIRCUIT, Jan. 5) last week were learned to be George W. Luft Co. and John Robert Powers Products —both relatively small advertisers when compared with giants like Revlon, Factor, et al. However, DR&J will have some Gillette toiletries business, according to reliable sources. Already in the shop and about to be tested is a new men's hair spray.

Luft (Tangee lipsticks) will move over from Calkins & Holden, which offsets this loss by "acquiring" ex-DR&J executive vice president Edmund F. Johnstone. Powers has been serviced by Doner & Peck Adv., New York.

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending Dec. 6

TOTAL AUDIENCE

Rank	No. Homes (000)
1. Wagon Train	18,096
2. Gunsmoke	16,400
3. Wonderful Town (9 p.m.)	16,400
4. Have Gun, Will Travel	16,008
5. Perry Como	15,921
6. Maverick	15,095
7. Ed Sullivan	15,095
8. High Adventure—L. Thomas	15,008
9. Perry Mason	14,964
10. Danny Thomas	14,921

Rank	% Homes
1. Wagon Train	42.7
2. Gunsmoke	38.4
3. Wonderful Town (9 p.m.)	38.2
4. Have Gun, Will Travel	37.6
5. Perry Como	37.3
6. Maverick	36.5
7. Pro Football (Sat.)	35.7
8. High Adventure (Lowell Thomas)	35.6
9. Ed Sullivan	35.3
10. Perry Mason	35.3

AVERAGE AUDIENCE

Rank	No. Homes (000)
1. Gunsmoke	15,573
2. Wagon Train	15,008
3. Have Gun, Will Travel	14,921
4. Danny Thomas	13,833
5. I've Got a Secret	13,703
6. Rifleman	15,659
7. Wells Fargo	13,616
8. Maverick	13,181
9. Texan	12,876
10. Real McCoys	12,702

Rank	% Homes
1. Gunsmoke	36.4
2. Wagon Train	35.4
3. Have Gun, Will Travel	35.0
4. Rifleman	33.1
5. Danny Thomas	32.3
6. I've Got a Secret	32.3
7. Wells Fargo	32.0
8. Maverick	31.9
9. Real McCoys	30.7
10. Texan	30.4

Copyright 1959 A. C. Nielsen Co.

Perry Como (NBC-171): participating sponsors, Sat. 8-9 p.m.
Desilu Playhouse (CBS-113): Westinghouse (M-E), Mon. 10-11 p.m.
Gunsmoke (CBS-173): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R) Sat. 10-10:30 p.m.
Have Gun, Will Travel (CBS-148): Lever (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.
High Adventure (CBS-157): Delco (C-E), Dec. 6, 7:30-8:30 p.m.
I've Got a Secret (CBS-197): Reynolds (Esty), Wed. 9:30-10 p.m.
Maverick (ABC-132): Kaiser, Drackett (both (Y&R), Sun. 7:30-8:30 p.m.
Perry Mason (CBS-140) participating sponsors, Sat. 7:30-8:30 p.m.
Garry Moore (CBS-174): Kellogg (Burnett), Revlon (La Roche), Pittsburgh Plate Glass (BBDO), Tues. 10-11 p.m.
Pro Football (NBC-173): Liggett & Myers (D-F-S), Mercury (K&E), Sat. 3 p.m.-conclusion.
Real McCoys (ABC-131): Sylvania Electric Products (JWT), Thurs. 8:30-9 p.m.

VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv report for Dec. 1-7

Rank	No. Tv Homes (000)
1. Desilu Playhouse	12,139
2. Danny Thomas	11,984
3. Perry Como	11,912
4. Loretta Young	11,834
5. Gunsmoke	11,298
6. Wyatt Earp	11,060
7. Wagon Train	10,526
8. Have Gun, Will Travel	10,295
9. Wells Fargo	10,135
10. Garry Moore	9,996

Rank	% Homes
1. Desilu Playhouse	35.1
2. Danny Thomas	34.2
3. Loretta Young	33.9
4. Perry Como	33.8
5. Wyatt Earp	33.1
6. Gunsmoke	32.7
7. Wagon Train	30.6
8. Have Gun, Will Travel	30.3
9. Wells Fargo	29.7
10. Maverick	29.3

Copyright 1959 Videodex Inc.

Rifleman (ABC-142): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.
Ed Sullivan (CBS-159): Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.
Texan (CBS-176): Brown & Williamson (Bates), Mon. 8-8:30 p.m.
Danny Thomas (CBS-189): General Foods (B&B), Mon. 9-9:30 p.m.
Wagon Train (NBC-180): Ford Motors (JWT), alternating with Nabisco (M-E), Wed. 7:30-8:30 p.m.
Wells Fargo (NBC-163) American Tobacco (SSC&B), alternating with Buick Dealers of America (M-E), Mon. 8:30-9 p.m.
Wonderful Town (CBS-181): Westclox (BBDO), Carlings (Lang), Fisher & Stashower, Procter & Gamble (Grey), Nov. 3rd 10-12 p.m.
Wyatt Earp (ABC-159): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.
Loretta Young (NBC-144): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Jan. 1-7 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

DATE	PROGRAM and TIME	NETWORK	RATING
Thurs., Jan. 1	**The Real McCoys** (8:30 p.m.)	ABC-TV	20.2
Fri., Jan. 2	**Person to Person** (10:30 p.m.)	CBS-TV	28.4
Sat., Jan. 3	**Have Gun, Will Travel** (9:30 p.m.)	CBS-TV	27.4
Sun., Jan. 4	**Loretta Young** (10 p.m.)	NBC-TV	24.3
Mon., Jan. 5	**Ann Sothern** (9:30 p.m.)	CBS-TV	30.5
Tues., Jan. 6	**Rifleman** (9 p.m.)	ABC-TV	24.7
Wed., Jan. 7	**I've Got a Secret** (9:30 p.m.)	CBS-TV	25.2

Copyright 1959 American Research Bureau

There's more to Florida

There's **WJXT** in Jacksonville, where the lookout on the beaches isn't even as exciting as the business outlook. Printers' Ink sums it up: "An economically balanced community, its trends point to one direction only and that's up." Our closest competition in this booming regional center reaches less than half the 66 counties covered by WJXT in South Georgia as well as Northeast Florida. Even inside Jacksonville itself, WJXT earns a thundering lead of 69% mornings, 90% afternoons and 71% at night! In terms of TV sets: 110,000 more! In terms of weekly audience: 1½ times more! In terms of top shows: 33 out of 40 (and all 10 of the top local shows). In any terms, there's more, much more to . . .

WJXT 4

JACKSONVILLE, FLORIDA

An affiliate of the CBS Television Network
Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:
WJXT *Channel 4, Jacksonville, Florida* **WTOP Radio** *Washington, D. C.* **WTOP-TV** *Channel 9, Washington, D.C.*

TWO MORE AGENCIES MERGE

Richards joins with Calkins & Holden combining billings of $35 million

With 1959 not even two weeks old, it already looks like a busy year for agency marriage broker Robert C. Durham. With the ink still wet on contracts uniting Donahue & Co with Keyes, Madden & Jones and Geyer Adv. with Morey, Humm & Warwick, Durham Assoc. last Friday (Jan. 9) tied another knot.

Effective this week: Fletcher D. Richards Inc. (billing $22 million), New York, and Calkins & Holden (billing $13 million), New York, unite to become Fletcher Richards, Calkins & Holden Inc. Both agencies had been energetically seeking merger—though not with each other until just recently. C&H had been having "long talks" with Burke Dowling Adams Inc. this fall, and when these failed to jell, C&H talked marriage with Edward H. Weiss & Co., Chicago (BROADCASTING, Dec. 22, 1958). Richards had reportedly been meeting off-and-on with MacManus, John & Adams top brass (CLOSED CIRCUIT, Nov. 10, 1958) and while a potential merger in that direction seems temporarily stalled, a Richards official indicated the "door . . . is not closed. We'll concentrate on first things first."

The FDR-C&H union was not made without its sacrifices, it is learned. Definitely slated to resign Calkins & Holden is the prestige-laden "21" brands account in that its hard liquor line conflicts with Richards' National Distillers account. Still indefinite: disposition of C&H's blue-chip Boeing airplane account. Its objection to the use of BDA radio-using clients Delta and Scandinavian airlines of competing Douglas aircraft products aided in aborting the C&H-BDA merger; it might be similarly dismayed by Richards' heavy radio-user Eastern Airlines, which recently ordered a fleet of Douglas DC-8 jets, and despite Eastern's willingness to consider the Boeing jet, might fly off elsewhere.

Something Old, Something New • Obviously, many details remain to be ironed out. Both agencies have united on a joint "plans committee" to take up such matters as branch office relocation and delegation of executive responsibilities in media and other levels. Richards maintains expansive headquarters at 10 Rockefeller Plaza, New York; offices at 221 N. LaSalle St., Chicago; 550 Sherbrooke W., Montreal; 6233 Hollywood Blvd., Los Angeles; and 58 Sutter St., San Francisco. C&H headquarters at 247 Park Ave., New York, maintains offices at the Prudential Plaza, Chicago, Citizens National Bank Bldg., Los Angeles, and the Vance Bldg. in Seattle.

There seems to be little doubt over who is marrying whom. Named to the top posts in the new combine are Fletcher D. Richards (president) and Bradley A. Walker (board chairman). Paul R. Smith, incumbent C&H president, becomes vice chairman of the board; C&H Board Chairman J. Sherwood Smith will be chairman of the executive committee. Directly under them: Edmund C. Johnstone, who quit his partnership in Dowd, Redfield & Johnstone (BROADCASTING, Dec. 15, 1958) and joined C&H only two weeks ago, ostensibly to effect the called-off merger between C&H and Weiss. Mr. Johnstone will be executive vice president. Senior vice presidencies go to the following: Ernest A. Gray (FDR), William A. Chalmers (C&H), Ellsworth D. Hill (FDR), Walter B. Geoghegan (C&H), Maitland Jones (FDR), John Shepherd (FDR) and Masis Seklemian (C&H). The last was executive vice president of Seklemian & North, which was absorbed last year by C&H.

Expected to head combined tv-radio operations is Seymour J. Frolick, radio-tv vice president of F. D. Richards, with second-in-command C&H's incumbent broadcast chief, Norman Gladney.

(Merlin E. [Mike] Carlock, vice chairman of the board at C&H resigned that agency several months ago following collapse of talks with BDA, subsequently became board chairman of BDA.

Principal broadcast accounts in the new agency: Eastern Airlines, J.A. Folger & Co., U.S. Rubber Co., and Canadian subsidiary, Dominion Rubber Co., Bavarian Brewing Co. and heavy line of food accounts serviced out of Richards' former Harris-Harlan-Wood Div. on the West Coast.

Mr. Richards

Mr. Smith

Mr. Walker

Mr. Johnstone

Mr. Frolick

Sales up 7% in N.Y. despite paper strike

Despite sizable losses in certain promotional and phone-order items, New York department store December sales came out ahead of 1957's—in the face of a 19-day newspaper blackout, reports the Federal Reserve Bank of New York. The bank last week reported dollar sales for the crucial Dec. 1-24 shopping season were up 7% over 1957's pre-Yuletide shopping period.

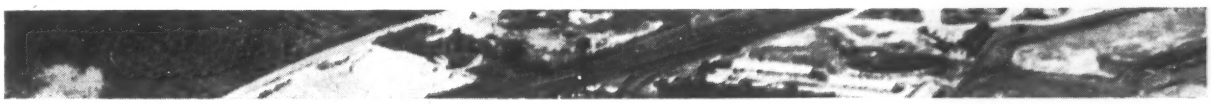
The Dec. 10-28 strike knocked out nine New York dailies and affected all retail advertisers in Greater New York, many of whom promptly shunted ad dollars to radio-tv (BROADCASTING, Dec. 29, *et seq.*). Registering a particularly heavy gain were suburban shopping areas—up 14%—confirming Television Bureau of Advertising, which a fortnight ago declared that the strike didn't hurt merchants as badly as newspapers contended, since the balance of sales shifted from downtown to out-of-town.

Weather Factor • Also helping account for the dollar sales increase—aside from tv-radio—was favorable weather; in 1957, bad weather and an 8-day subway strike that began Dec. 9 caused a New York sales decline of 3-4%; this drop was offset somewhat by a suburban store increase of 5%.

The Reserve Bank arrives at its 5% increase by comparing week-by-week percentage changes with corresponding 1957 periods. For the week ended Dec. 6 (pre-strike), retail dollar sales were 4% higher than in 1957; a 10% gain was reported for the week ended Dec. 13—three days after the strike began; the following week (ended Dec. 20) sales were down 6%, but jumped 22% for the final week ended Dec. 27. Thus, while lack of newspaper ads caused a sharp reversal for a brief spell, a last minute sales spurt (largely in suburbia) kept Christmas 1958 from becoming a season of retailer woe. The bank's analysts do not analyze the effect of media on sales.

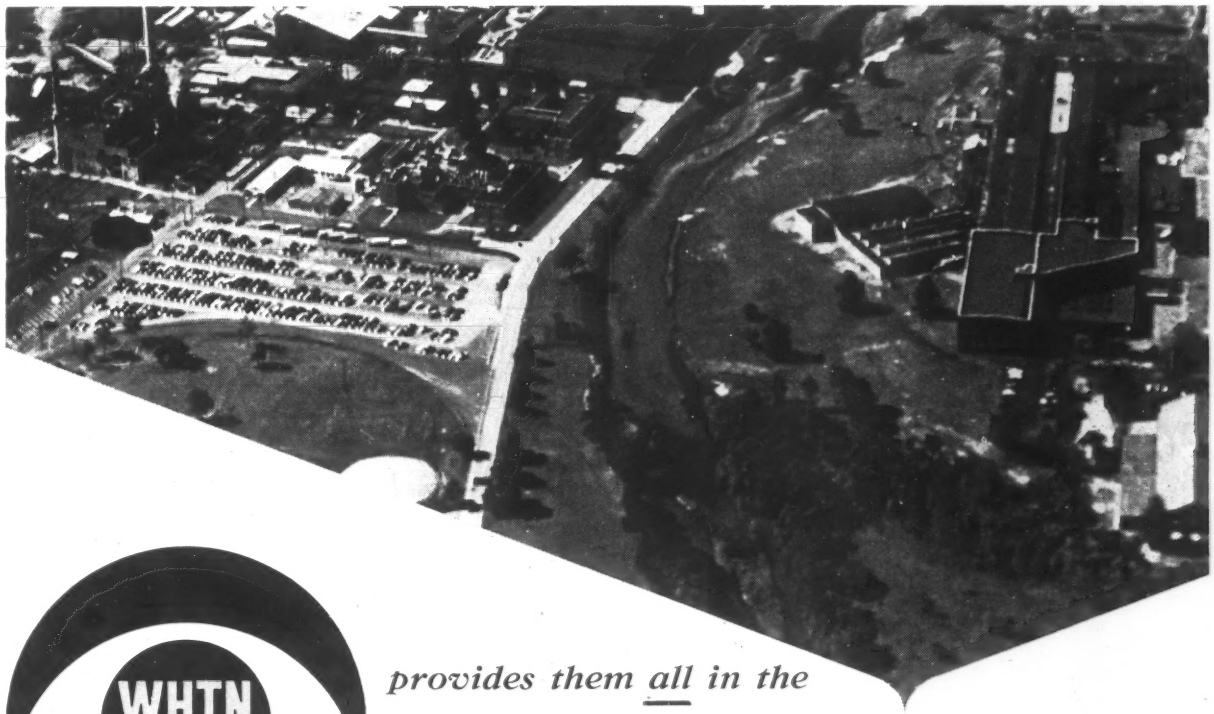
Chicago agency forms

Formation of Terry, Gray-Schwartz & Harris, new Chicago advertising agency, as a result of the merger of Ron Terry Productions and Gray-Schwartz Adv., has been announced by Ron Terry, president, and Marvin Gray, treasurer. George J. Harris is vice president. Headquarters: 5875 N. Lincoln Ave., Chicago. Telephone: Longbeach 1-4428.



WHAT MAKES A MARKET?

People? Industry? Location?



WHTN TV

Huntington-Charleston, West Virginia

provides them all in the

591,020 TV homes*, 2,957,100 people . . . progressive, regionally patriotic, with a remarkably high ownership of homes and cars, wide tastes, fast buying tempo, and an effective buying income totaling $3,774,764,000.

An area of tremendous soft coal fields, unlimited agricultural resources, and spectacular production powerhouses in every type of industry.

The center of low-cost transportation, the very heart of the booming Ohio River Valley . . . WHTN-TV's powerful antenna reaches out to cover its 5 prime cities spread out in 89 counties, 4 states.

Don't miss this ready-made market . . . supersaturated with manpower, burgeoning with industry, "sold" on WHTN-TV. Get the dollars and cents story RIGHT NOW from Petry.

* August TV Market Guide

WHTN-TV Huntington-Charleston, West Virginia • The only full-powered station in this Golden Valley
A Cowles Operation • CBS Basic • Nationally represented by Edward Petry & Co., Inc.

"It just hit me! -- WCIA is the 45th tv market!"

MID-AMERICA's strategically located AREA market...

Equidistant from Chicago, St. Louis, and Indianapolis.

NCS #3 again proves WCIA's predominant audience in BLOOMINGTON, CHAMPAIGN-URBANA, DANVILLE, DECATUR, and SPRINGFIELD and the 54 rich counties which constitute the nation's 45th TV Market.

This single AREA contains more PEOPLE and MORE MONEY than such entire states as Arizona, Arkansas, Colorado or Oregon.

WCIA

CHAMPAIGN, ILL.

CHANNEL 3 CHAMPAIGN

CBS OFFICIAL CBS OUTLET for CHAMPAIGN URBANA BLOOMINGTON SPRINGFIELD DECATUR DANVILLE

George P. Hollingbery, Representative

PLAY-DOH + TV = REAL DOUGH

Video puts over new use for old product

It's just not enough to build a better mousetrap; you've got to tell the world about it. Finding this out—happily so—is Cincinnati's Rainbow Crafts Inc., which in two years has kneaded success out of failure, racking up an 800% sales increase and ascribing this success to the adroit use of local tv spot.

Four years ago, Joseph S. McVicker, fresh out of Brown U., fell heir to a failing family enterprise; his late father's Kutol Products Co., engaged in the manufacture of a dough-like wall cleaning substance, had seen sales plummet to $180,000 when young McVicker was struck by a thunderbolt. Musing his sad fate one afternoon, Joe McVicker watched his two-year old daughter playing with Kutol, suddenly realized that here, indeed, was an ideal "educational toy." He tried it out at his sister-in-law's community nursery school in Mountain Lakes, N.J., subjected it to all sorts of lab tests and in 1955, sold some of the material—by now named "Play-Doh," to the Cincinnati school system for art class use.

But sales were slow; that year, Play-Doh brought in only $23,000. The following year, spurred by some retail store orders (among them, Washington's Woodward & Lothrop and Chicago's Marshall Field & Co.), young McVicker improved his product, added colors to the compound, repackaged, repriced Play-Doh to meet the public's pocketbook. Sales in 1956 were nearly 11 times greater: $250,000.

But Play-Doh wasn't content to stop there. Joe McVicker hired an agency, Cincinnati's Farson, Huff & Northlich. The agency recommended testing tv spot. "We did it all wrong," an official of Rainbow Crafts said last week, "but it turned out right." The company started out modestly with its tv test—in the summer months—a most unlikely time of year to advertise toys. Despite the handicap of a summer tv campaign, requests for information poured into WEHT (TV) Evansville, Ind., the test station. FH&N started buying other spots shortly thereafter.

The Dough in Play-Doh • That year (1957) Rainbow Crafts (as the company was renamed to suit the colors in the product) spent a total of $45,000 on tv. Sales shot up another six-fold, to a gross $1,478,000. Last year, the tv budget jumped to $150,000—and sales showed it. Another sizable increase was registered: nearly double to $2,250,000. This coming year, Rainbow Crafts intends to spend $185,000 in tv.

Emboldened by its Evansville experiment, Rainbow Crafts in 1958 decided to remain on tv past Christmas, a move which now is developing into some sort of pattern. The firm has reason to let it so develop. For sales in January 1958 hit $246,000—an astounding feat considering that traditionally, the peak sales month for toy advertisers is November. (November 1957 sales: $199,880).

Last year, Play-Doh bought time on the following stations: WOR-TV New York, WNTA-TV Newark, WGN-TV Chicago, KTLA (TV) Los Angeles, KPIX (TV) San Francisco, WBZ-TV Boston, WCCO-TV Minneapolis, CKLW-TV Detroit, WSB-TV Atlanta, WFIL-TV Philadelphia, WEWS (TV) Cleveland, WTTG (TV) Washington and KMOX-TV St. Louis. By mid-year 1958 Play-Doh had achieved national distribution, landing in just about

In Detroit: CKLW-TV clown sells Play-Doh

every five-and-dime store, plus 1,800 other jobbers. Since all times bought were on local children's shows, Mr. McVicker insisted on live delivery. "After all," he says, "filmed spots are timed to the split second. A filmed one-minute spot runs 58 seconds on the nose. Sometimes, a live pitchman will let his enthusiasm carry the ball, sometimes will talk about the product for as much as four minutes."

Last Dec. 26, Mr. McVicker sent his retailers a telegram. It read: "Don't buy Play-Doh hand-to-mouth, don't cross out Play-Doh because the holidays are over. We'll move Play-Doh for you via tv advertising in a 'Christmas in January-February' promotion." Thus, Rainbow Crafts renewed the 15 stations. By springtime, Rainbow Crafts intends to add another 10 stations. "The end," Rainbow Crafts said last week, "is nowhere in sight."

Hot problem in Omaha

Allen & Reynolds, Omaha, Neb., agency, has a "hot problem."

Lyle DeMoss, ex-assistant manager of WOW Omaha who recently joined the agency as radio-tv director, has asked stations to help.

The Allen & Reynolds problem—it must place a 10-week radio campaign for a food client in a hurry.

In a letter to a list of stations Mr. DeMoss loaded his plea for succor with this intriguing question:

"What is your best unpublished package buy of daytime 20-second spots?"

Said one radio station:

"It's the worst kind of rate-cutting."

Mr. DeMoss' letter pleads tolerance for his haste. He wrote:

"I am sorry to be rushing at you for the first time with my panic button down. . . . We want the best and the most we can get for our client's advertising dollar—to prove that local radio is the most productive medium. . . ."

ACTIVITY — HOW PEOPLE SPEND THEIR TIME

There were 126,230,000 people in the U.S. over 12 years of age during the week Dec. 26-Jan. 1. This is how they spent their time:

70.9%	(89,497,000)	spent	1,849.6 million hours†	Watching Television
57.1%	(72,077,000)	spent	1,044.8 million hours	Listening to Radio
78.2%	(98,712,000)	spent	408.7 million hours	Reading Newspapers
29.3%	(36,985,000)	spent	174.6 million hours	Reading Magazines
23.4%	(29,538,000)	spent	355.6 million hours	Watching Movies on Tv
28.0%	(35,323,000)	spent	144.2 million hours	Attending Movies*

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium.

Copyright 1958 Sindlinger & Co. † Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis. * All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Jan. 1, Sindlinger data shows: (1) 113,297,000 people over 12 years of age have access to tv (89.8% of the people in that age group); (2) 43,977,000 households with tv; (3) 48,543,999 tv sets in use in the U.S.

Now! 50,000 watts

WAPI
Birmingham, Alabama

*5,000 nighttime

Represented nationally by the Henry I. Christal Co., Inc.

THE KOBY RECORD IS TOPS IN SAN FRANCISCO

Forget the others—because the hit number in San Francisco is 85.4% (Adults in Audience Composition—June Nielsen). KOBY is the top seller—keeps its loyal San Francisco audience in a *buying* frame of mind! No double spotting!

10% discount when buying KOBY — and KOSI, Denver!

KOBY 10,000 Watts in San Francisco

See PETRY—and get on the KOBY Hit Parade!

For Greenville, Miss.—WGVM

Mid-America Broadcasting Co.

Hertz hikes ad budget; $1.6 million for spot

The Hertz idea is getting around—broadcast mediawise. A recent sponsor of world and business news shows on network radio, the car and truck rental-leasing company also is plunking over $1,650,000 into saturation spot tv for 1959.

A national advertising budget of $5 million is being announced today (Jan. 12) by Joseph J. Stedem, executive vice president of Hertz Corp.

The allocation, representing an increase over the $4,250,000 budget for 1958, will include a 52-week tv spot drive in the 11 key cities which account for 64% of all Hertz Rent-A-Car business. The campaign, to start late this month, includes ID's and 20- and 60-second spots. Largest portion of the budget goes into the Rent-A-Car program, handled by Campbell-Ewald. Needham, Louis & Brorby has inherited the truck and car leasing account (BROADCASTING, Jan. 5, 1958); Foote, Cone & Belding handles Hertz Rent-A-Plane System Inc.

Hertz started national advertising in 1947 with an outlay of $242,000. It spent $2.6 million on national media in 1957 and last year invaded network radio with a schedule of five-minute news segments. Hertz matched its $4,250,000 budget in 1958 with a substantial amount for local advertising, for a combined expenditure of $8 million. On that basis, Hertz overall advertising in 1959 will hit about $10 million. By 1962, Mr. Stedem said, it expects to spend $8,250,000 for national advertising alone.

Schedule of spot announcements is expected to vary in the 11 key markets but Hertz claims it will deliver a total of 27,632,810 weekly commercial impressions. A separate car and truck lease advertising program (administered by NL&B) will account for about $1 million in national and local expenditures.

Howard account shifts

An account casualty was encountered last week by the newly merged North Adv. and Alfred J. Silberstein-Bert Goldsmith Inc. (BROADCASTING, Dec. 22, 1958). Announced: Appointment by Howard Clothes Inc. of Mogul, Lewin, Williams & Saylor Inc., New York, effective immediately. Howard, a chain of 73 clothing stores throughout the East and Midwest, is understood to bill approximately $800,000. It had been a fairly heavy radio user through the Silberstein-Goldsmith agency but had not been placing its regular amount of radio copy on the air for the past few months. Print advertising had been handled by the client direct.

The account does not conflict with Barney's Clothes, one of the first accounts serviced by the former Emil Mogul Co., in that Barney's is a New York outlet only; Howard's principal outlets—outside of New York—are Chicago, Detroit, Boston, Philadelphia, Washington, D.C., Buffalo, N.Y., and Miami, Fla.

'Tax immune' ad fund urged for 'bad years'

Congress should realize that advertising "can play a unique role" in stabilizing the present American economy and should modify the tax code to permit establishment of a non-deductible reserve for advertising not regarded as accumulated earnings and profits, a tax lawyer told the American Marketing Assn. convention in Chicago a fortnight ago.

Robert A. Schulman, partner in the law firm of Wenchel, Schulman & Manning, asserted that "many businesses, especially closely-held corporations, would welcome an opportunity to set aside additional funds earmarked for future advertising which would be immune from attack under Sec. 531 of the tax code." He noted that such reserves would "provide a ready source of cash for advertising in bad years."

Mr. Schulman appeared at a panel session moderated by Melvin Brorby, senior vice president of Needham, Louis & Brorby Inc., Chicago. The subject of "Advertising as a Stabilizing Influence in Our Economy" highlighted AMA's 41st national conference at the Morrison Hotel Dec. 28-30.

One Firm's Ad Philosophy • Thomas C. Morrill, vice president of State Farm Mutual Insurance Co., explained his firm's advertising philosophy, claiming, "In our business effective advertising, efficient operations and low cost to the customer go hand-in-hand."

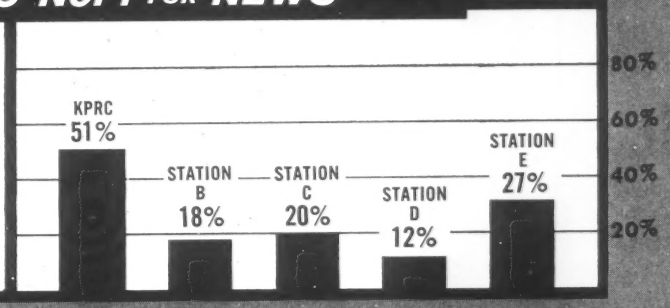
Martin R. Gainsbrugh, chief economist of the national industrial conference board, felt advertising outlays can contribute to greater economic stability if they are "increasingly viewed as investment" like research and development.

American Cyanamid Co.'s reliance on "the total marketing concept" was explained by Burton F. Bowman, marketing director for its agricultural division. He cited the company's *Tv Farm Newsreel* on 50 tv stations in high income farm areas as an example of "pinpointing" programming to individual industries and areas for animal feed supplements and other agriculture products.

HERE'S WHAT DR. DICHTER FOUND OUT ABOUT HOUSTON RADIO

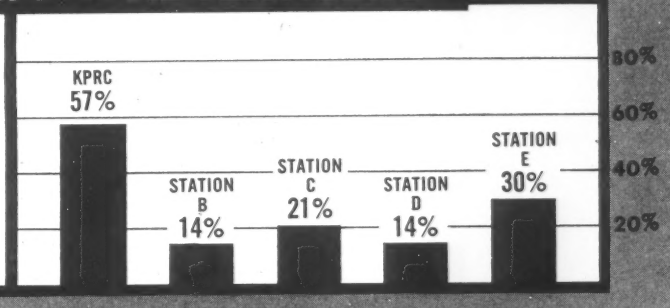
KPRC No. 1 FOR NEWS

"I turn that station on when I want to find out what's new—what's happening."



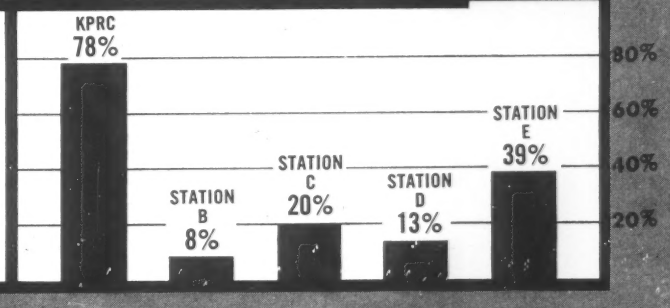
KPRC No. 1 FOR ADVERTISERS

"When they advertise something on that station I feel I can believe them!"



KPRC No. 1 FOR BELIEVABILITY

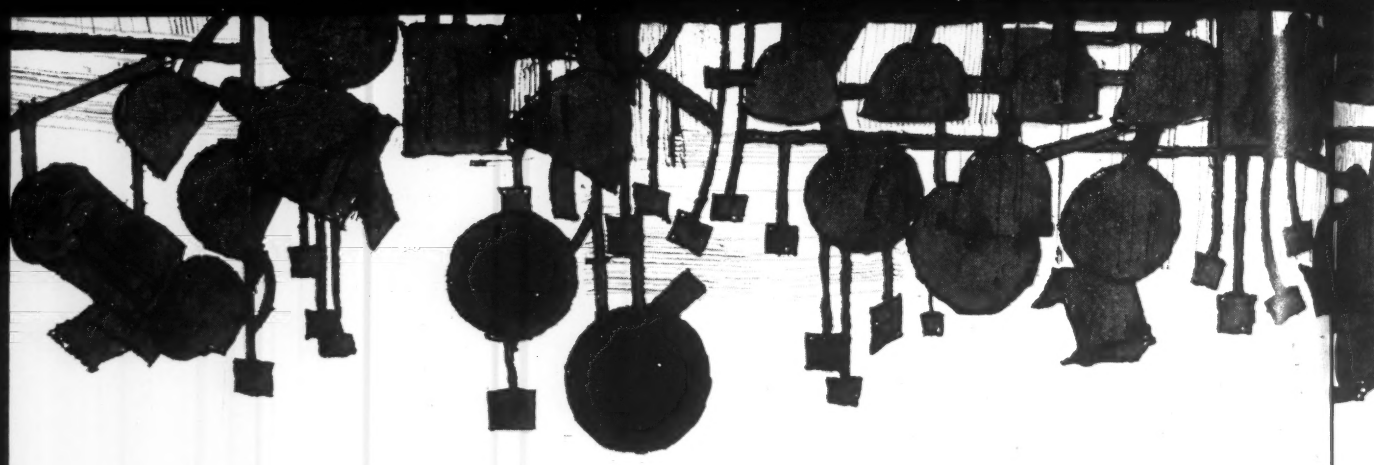
"You can generally believe them and trust what you have heard."



Should you like further information on this revealing Dichter Probe, wire, write or phone. A printed booklet, "The People Talk Back to Radio" will be forwarded, posthaste.

EDWARD PETRY & CO., Inc.
NATIONAL REPRESENTATIVES

KPRC
NBC IN HOUSTON



THE 1958 STORY.

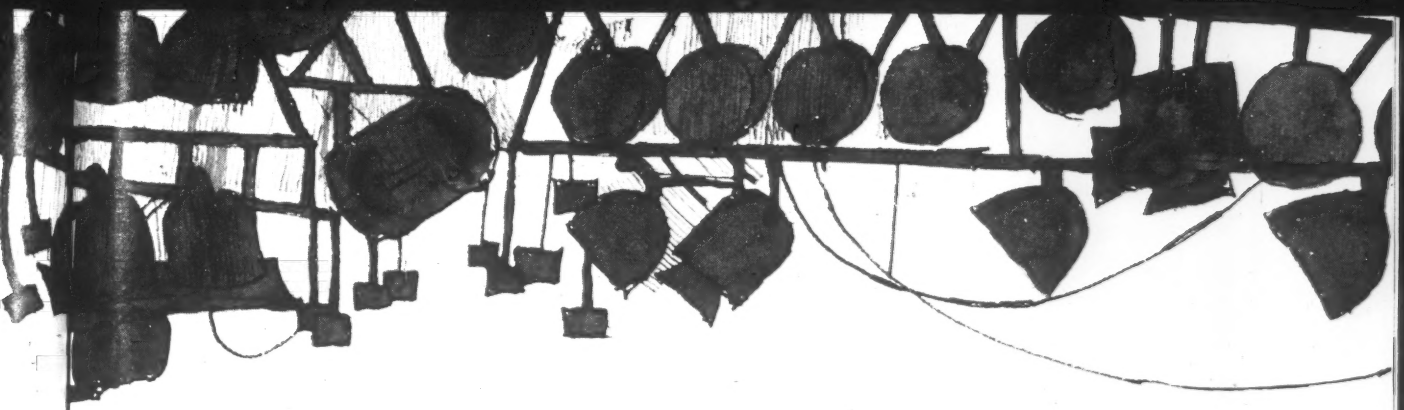
In 1958, America grew and so did American television and so did America's first television network. Starting its second decade of commercial service, the NBC Television Network placed new benchmarks along the path of progress:

NBC introduced "Continental Classroom," the first nation-wide television course. Carried by 149 stations, accepted for full academic credit by 265 colleges and universities, viewed by 270,000 Americans, this course in Atomic Age Physics was universally described as a bold experiment in the nation's interest.

NBC News, through its 300 correspondents stationed around the world, responded to the explosive events of 1958 with a 20% increase in news coverage.

NBC Special programs, covering a broad range of entertainment and informational forms, paced the entire industry with nearly 100 separate productions.

NBC flew the proud ensign of color almost alone, tele-



casting a record total of 664 hours of color programs.

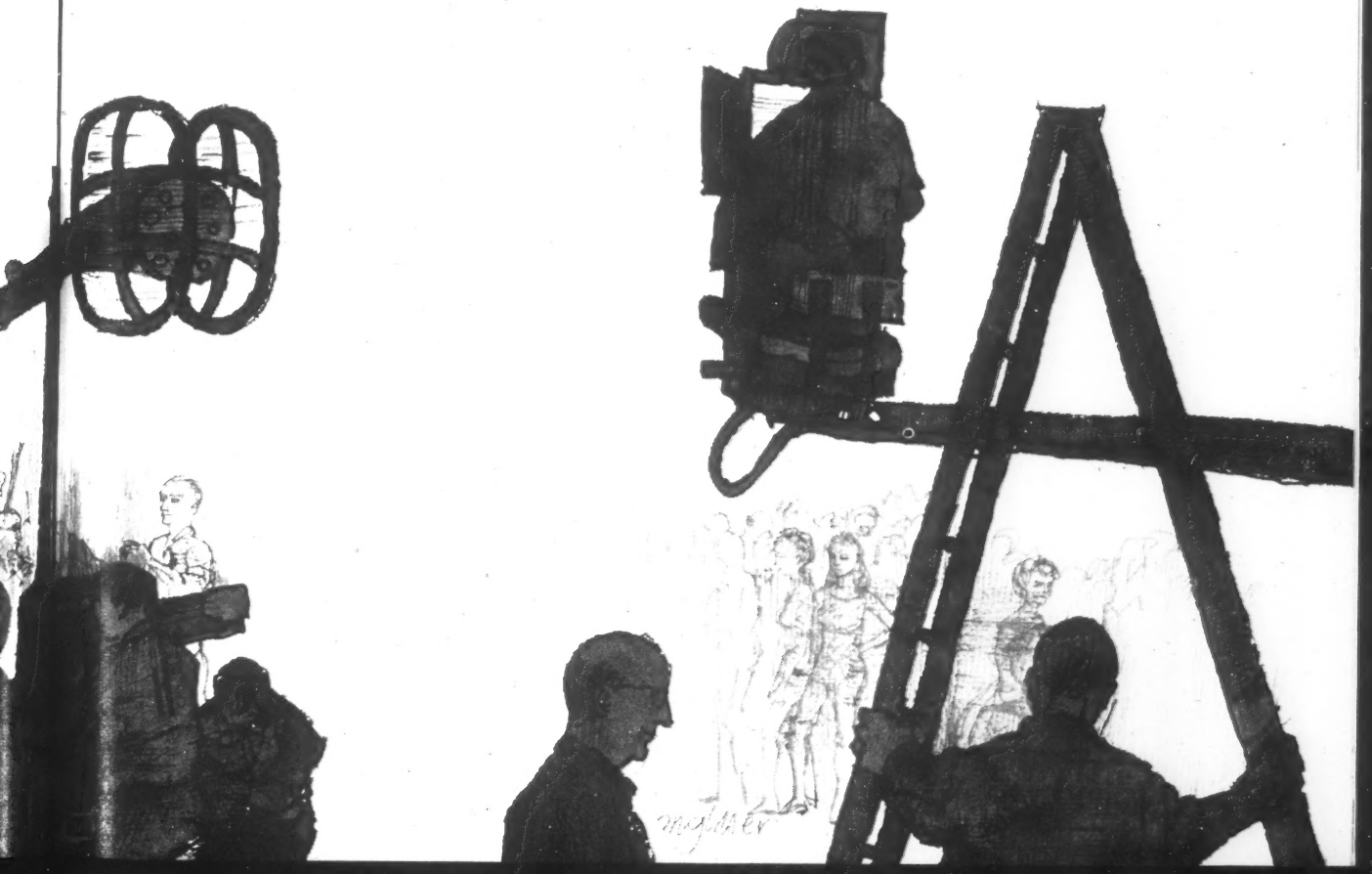
NBC logged a record 300 hours covering a variety of the nation's foremost sports events.

NBC's average daytime program increased its audience by 15% more homes; its average evening program by 10% more homes.

NBC reached its all-time high in gross time sales, surpassing 1957 by 13%. A record total of 205 sponsors gave NBC the largest gross dollar increase of any network. At year's end, NBC led all networks in evening sponsored time.

The true measure of a network's greatness lies in the totality of its service. One measure of that totality is the recognition accorded a network's programming by responsible independent groups with different interests. In 1958 NBC, its programs and its personalities, received more awards than any other network.

NBC TELEVISION NETWORK



AIR LET OUT OF ANTI-TV BALLOONS

Feniger: Time Inc.'s magazine charges are paradox of own radio-tv programs
Huntington: print measurements obsolete

If Time Inc. is going to throw rocks at television, it had better get its own transmitters out of the target area.

This in essence was the advice last week of Jerome Feniger, Cunningham & Walsh vice president, in a speech answering attacks on tv in Time Inc.'s December *Fortune* and Christmas issue of *Life* (BROADCASTING, Nov. 24, Dec. 22, 1958).

In a speech to the Philadelphia Television-Radio Advertisers Club last Thursday Mr. Feniger cited the December program schedules of the four Time Inc. television stations: KLZ-TV Denver, WTCN-TV Minneapolis, WFBM-TV Indianapolis and KTVT (TV) Salt Lake City.

"If *Time* really feels that network tv is doing such a bad job," he said, "it is possible they might want to consider dropping their network ties and program their stations independently with the sort of shows which would uplift the over-all character of the medium."

Local Opportunities • Noting that "even network stations have opportunities to program locally in time periods which the network does not fill," Mr. Feniger said he found substantial use of feature and other films on three Time stations. Moreover, he said, while KLZ-TV puts little stress on films, its shows "are devoted almost exclusively to good entertainment with very little emphasis on the exciting cultural standards that *Fortune* and *Life* feel the medium should uphold."

He emphasized that he did not consider any of the Time stations' programming "bad," but rather "not the sort of thing *Fortune* pleads for in its printed columns attacking the medium." He said:

"Let me state very carefully my feeling that all four of these television stations . . . are doing an excellent job of serving the public in their viewing areas. Each of these stations is managed by highly competent and well-trained personnel and, I am sure, contributes a substantial profit to Time Inc. What they do and do well is to program their stations to attract substantial audiences and to do a good job in their respective markets."

As a number of other tv authorities have done, Mr. Feniger offered rebuttal to claims and charges in the *Fortune* piece, which he characterized as "criticism which is emotional, irrational and self-serving," and also pointed up omissions and conflicting statements in the *Life* treatment of tv.

He also quoted Ford, Westinghouse and Lever Bros. among "some of the major television advertisers" which "have taken issue" with the *Fortune* thesis: listed 16 "outstanding" programs on network tv in the two-week span covered by the *Life* issue, and called attention to major programming (and major expenditures) by networks in noncommercial, educational news and public service areas. NBC-TV's *Continental Classroom*, CBS-TV's scheduling of major news and information programs in prime evening time and its $16.8 million expenditures on news and public affairs programming last year ("just under 25% of the total annual CBS program costs") were offered as examples.

FCC Nominations • "You might think that certain compliments would be in order for the heads of the networks for some of these projects," Mr. Feniger observed. "However, this is not the case. They are constantly spending more and more time in Washington appearing before Congressional committees, the FCC and similar groups."

The C&W executive pleaded the advantages of having "someone with extensive broadcasting experience" on FCC—"preferably an elder statesman of the business who could be convinced that this would be a great contribution to American broadcasting on his part."

He mentioned Don Thornburgh of WCAU-AM-TV Philadelphia, Ed Kobak, business consultant and former MBS president and station owner; Jack Van Volkenburg, former CBS-TV president, and Niles Trammell, former NBC president, as the "type" of man "who could render greater service" on the FCC. He emphasized that he had talked to none of these men about his suggestion.

Mr. Feniger said he considered current FCC commissioners "most capable and dedicated public servants" but that "their dedication might be greatly aided by the presence on the FCC of someone with thorough and extensive broadcasting experience.

"I am sure that a panel could be developed of 15 outstanding broadcasters from which I would hope that one could be selected and appointed by the President to serve on the FCC. I strongly feel that only in this way can the problems of the broadcasting industry be translated to the FCC and, through the FCC, to Congress."

Everybody Can Help • Mr. Feniger urged the members of his audience to "take the opportunities that present themselves in our every-day business lives to reaffirm the basic solidarity of American broadcasting today." In this way, he said, "we would all make a sub-

C&W's Feniger: plants his own 'Time' bomb

Huntington: don't compare apples & oranges

YANKEE DOODLE DANDY

THE FIRST RATINGS ARE IN!

58.5% OF AUDIENCE IN INDIANAPOLIS!

59% OF AUDIENCE IN CHICAGO!

YANKEE DOODLE DANDY PULLS LIKE CRAZY!

This smash hit musical is rolling up sensational ratings and stations are enthusiastic. Hugh Kibbey of WFBM wires: "YANKEE DOODLE DANDY SPECIAL SHOWING ON XMAS DAY HUGE SUCCESS. MUCH FAVORABLE REACTION AND ALREADY WE HAVE POTENTIAL BANKROLLER FOR REPEAT SHOWING JULY 4."

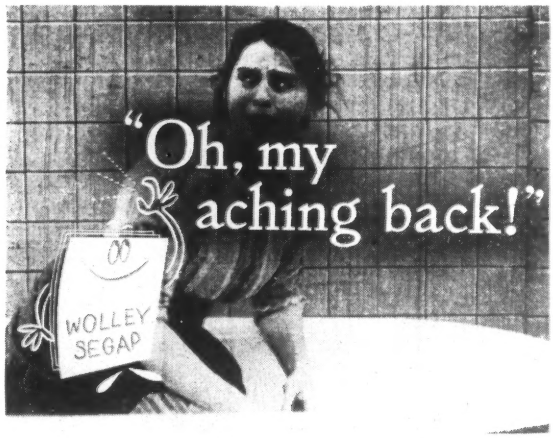
Remember, this gold mine is available only up to July 5, for two showings only. Schedule one showing right away and a second for a perfect Fourth of July tie-in. It's your best chance for a local SPECTACULAR success.

WFBM, INDIANAPOLIS
Dec. 25, 5 pm to 7 pm **18.0 vs.** 6.4, 3.4, 2.9

WBBM, CHICAGO
Dec. 6, 10 pm to midnight **28.4 vs.** 8.7, 8.3, 3.0

NEW YORK
345 Madison Ave., MUrray Hill 6-2323
CHICAGO
75 E. Wacker Dr., DEarborn 2-2030
DALLAS
1511 Bryan St., RIverside 7-8553
LOS ANGELES
9110 Sunset Blvd., CRestview 6-5886

u.a.a.
UNITED ARTISTS ASSOCIATED, INC.



PREVIEW

Silent film stars in new tv spots • "My achin' back!" cries the woman cleaning the bathtub (and in the quick, jerky movement of the old "flickers"). To the rescue: Wolley Segap, the animated figure created by Cunningham & Walsh, New York, for client AT&T, which when spelled backward comes out Yellow Pages.

A new set of commercials—six 20-second films, two one-minute and two ID's—was prepared by C&W using actual film footage shot during silent film days.

The idea of Robert Swiskow, C&W creative supervisor and writer, at first looked easy to put into operation. But it took months of fruitless searching through Hollywood's film vaults (nearly a million feet of silent films were viewed) until fortune smiled in New York. Through the help of a silent movie buff, collectors throughout the country were contacted and film found to fill the bill. But not until agency people screened footage by the thousands via a hand viewer. Since silent film was nitrate coated and 28 mm the film had to be cleaned, rejuvenated. The film was refurbished frame-by-frame, put on 35 mm composite fine grain, printed frame-by-frame (and then placed on 16 mm).

The timetable: The search for silent film started in May; it was the middle of October before film was obtained and the commercials were produced last month. Animation was begun at the end of August before the agency had found suitable live action footage.

This business was risky, of course, because of quality loss. But enough footage was saved to make the set of commercials. A problem was to keep established the idea of Wolley Segap coming to the rescue and at the same time establishing the "situation."

The commercials go on the air throughout the U.S. this month (at various dates), 14 Bell System companies having purchased them.

All of the film, the agency notes, is actual 1915-20 vintage, and came mostly from serials. C&W looked over the original "Perils of Pauline" in the process but the film was not suitable.

The firm responsible for animation and other production: Pelican Films, New York (Chris Ishii is animation director); other credits: Mr. Swiskow; Gerry Gedney, film producer; William LaCava, C&W's vice president in charge of commercial production.

stantial contribution not only to the growth of our industry but to the overall well-being of a vitally sound communications industry."

Huntington Scorches Outmoded Measurements • A charge that many of their colleagues are living in the past was put to media research people last week by George Huntington, vice president-general manager of Television Bureau of Advertising, in addressing a discussion group of the American Marketing Assn. in New York.

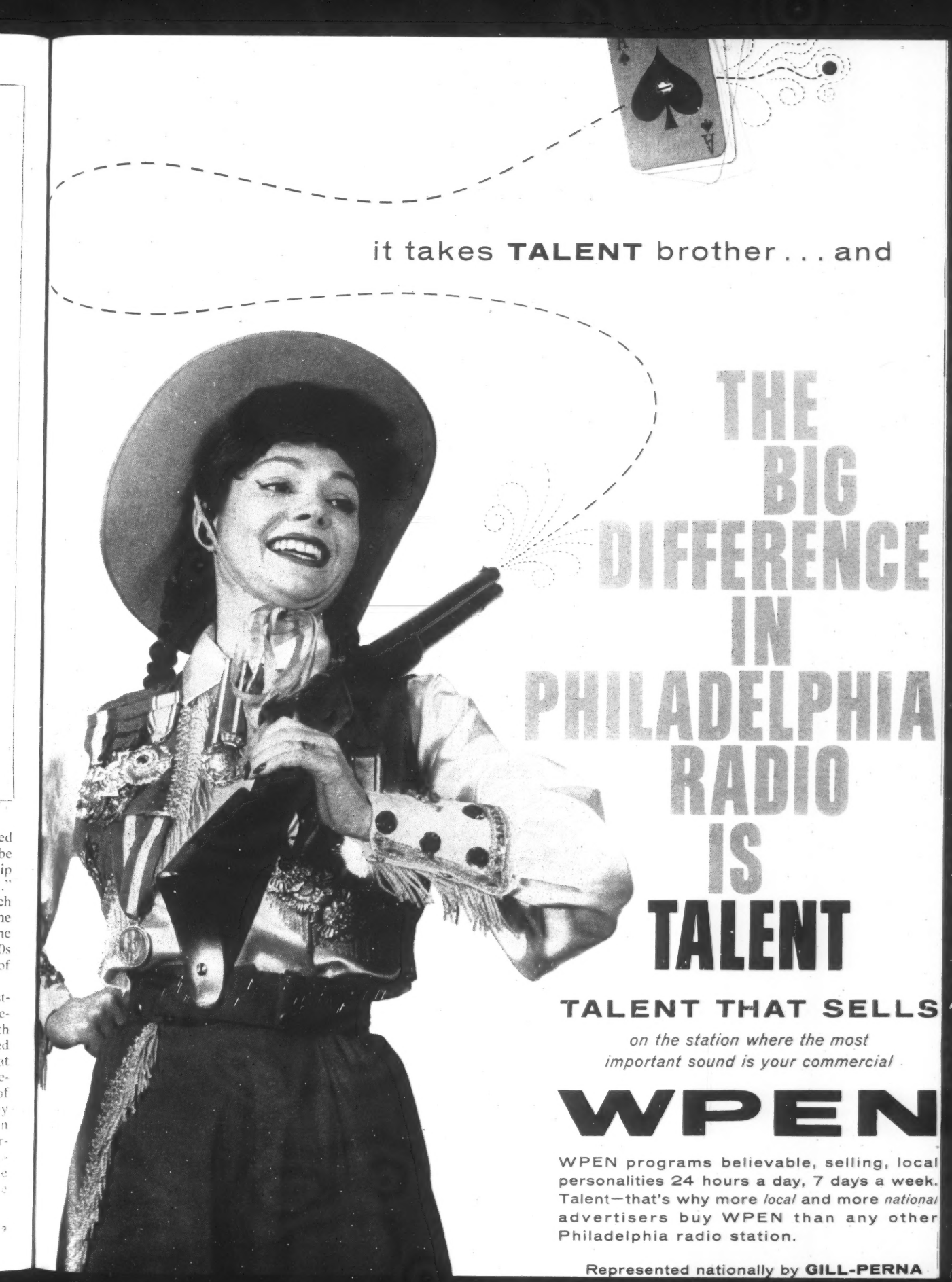
Mr. Huntington's remarks were in the nature of "equal time" granted to answer Howard Hadley, research vice president of the American Newspaper Publishers Assn.'s Bureau of Advertising, who criticized broadcast research before the same group last November (BROADCASTING, Nov. 10).

His thesis was that print media measure themselves by standards developed before the time of tv competition, and yet, competitively, measure tv by modern techniques which break audiences into components. The intent, he said, is to credit newspapers and magazine advertising with full circulation while fractionalizing broadcast audiences.

Mr. Huntington, in an openly competitive speech, traced media research from 1915, the date of the first Audit Bureau of Circulations report (and the date at which he said many research people quit refining techniques), up to the present development of the various broadcast rating services and methods. He credited the early Cooperative Analysis of Broadcasting (in 1930) with a major refinement of broadcast measurement, and the Starch magazine studies (1932) and newspaper reading studies (1939) with doing the same for those media. The last named report continued until 1950, when television was beginning to show its competitive strength, and then "someone decided that everything that was needed to be known about newspaper ad readership was known . . . and ratings stopped."

Mr. Huntington moved his research history up to the mid-1950s, when he said print media "rediscovered" the page-traffic measurements of the '30s and "started a magic technique of multiplication."

Turning to the controversy of cost-per-thousand, the TvB spokesman declined to admit comparison of tv with other media unless it's determined which of many possible c-p-m's are at issue. The tv industry, he said, is prepared to furnish them on the basis of homes, or people, or customers or any other combination the research man wants. His parting question: "Cost-per-thousand requires two things: a measure of the cost and a measure of the thousand. What will we use for the thousand of print?"


it takes TALENT brother . . . and
THE BIG DIFFERENCE IN PHILADELPHIA RADIO IS TALENT
TALENT THAT SELLS
on the station where the most important sound is your commercial
WPEN
WPEN programs believable, selling, local personalities 24 hours a day, 7 days a week. Talent—that's why more local and more national advertisers buy WPEN than any other Philadelphia radio station.
Represented nationally by GILL-PERNA

Gillette bats tops in tv network lineup

Gillette razors and blades, longtime sponsor of the World Series, last October earned the No. 1 brand spot in the tv network timebuying elite. Picking up the tab for the baseball classic gave Gillette first place after the month of September when it failed to even rank in the top 15. According to brand-listed figures released by Television Bureau of Advertising, Gillette spent $1.2 million.

Anacin tablets, also over $1 million in October, ranked second in the TvB monthly report of network tv expenditures (gross). The data is compiled by Leading National Advertisers and Broadcast Advertiser Reports.

In the product classification, food and food products with an estimated expenditure of nearly $10 million topped all classifications for the month and reached a cumulative total for the 10 months of more than $88.3 million.

Increases in gross time billings according to day parts were reported: nighttime was up 2.9% in October and 11.1% in January-October and daytime increased 13.9% in October and 7.6% in the 10-month period.

In the top 15 network tv advertisers, Gillette also boosted its corporate billing, ranking second in October with more than $2.5 million. Procter & Gamble with over $4.3 million was No. 1 for the month. There were six advertisers spending $2 million or more, and six spending $1 million or more. The three others in the top 15 spent only a shade under $1 million.

TOP 15 IN OCTOBER

BY COMPANY

1.	Procter & Gamble	$4,336,333
2.	Gillette	2,580,645
3.	American Home Products	2,285,194
4.	Lever Bros.	2,191,293
5.	Colgate-Palmolive	2,074,237
6.	General Motors	2,073,132
7.	General Foods	1,694,651
8.	R. J. Reynolds Tobacco	1,293,957
9.	P. Lorillard	1,249,679
10.	Ford Motor	1,227,480
11.	Bristol-Myers	1,179,313
12.	General Mills	1,116,824
13.	Chrysler	971,660
14.	Liggett & Myers Tobacco	944,371
15.	Sterling Drug	908,584

BY BRAND

1.	Gillette razors, blades	$1,226,797
2.	Anacin tablets	1,015,800
3.	Viceroy cigarettes	665,929
4.	Chevrolet passenger cars	633,565
5.	Prestone anti-freeze	629,341
6.	Kent cigarettes	621,768
7.	Tide	545,797
8.	Bufferin	544,849
9.	Dristan	531,984
10.	Camel cigarettes	512,721
11.	Colgate regular, aerosol dental cream	503,329
12.	L&M filter tip cigarettes	434,554
13.	Bulova watches	429,447
14.	Paper Mate pens	428,165
15.	Winston cigarettes	427,805

NETWORK TV GROSS BILLINGS BY DAY PARTS

October

	1957	1958	Percent Change
Daytime	$15,902,171	$18,160,470	+13.9
Mon.-Fri.	13,216,979	15,562,691	+17.7
Sat. & Sun.	2,685,192	2,597,779	− 3.3
Nighttime	33,366,117	34,343,147	+ 2.9
Total	$49,268,288	$52,503,617	+ 6.6

January-October

	1957	1958	Percent Change
Daytime	$125,841,692	$135,417,972	+ 7.6
Mon.-Fri.	107,666,104	115,992,136	+ 7.7
Sat. & Sun.	18,175,588	19,425,836	+ 6.9
Nighttime	292,619,395	325,202,285	+11.1
Total	$418,461,087	$460,620,257	+10.1

NETWORK TV GROSS BILLINGS BY PRODUCT TYPE

	October 1958	Jan.-Oct. 1959
Agriculture & Farming	—	$ 51,347
Apparel, Footwear & Access.	$ 408,491	4,195,508
Automotive, Automotive Access. & Equipment	5,177,861	44,859,401
Beer, Wine & Liquor	388,475	5,117,856
Building Materials, Equipment & Fixtures	331,337	1,919,793
Confectionery & Soft Drinks	871,453	7,311,434
Consumer Services	255,181	2,376,085
Entertainment & Amusement	—	249,989
Food & Food Products	9,911,800	88,312,529
Gasoline, Lubricants & Other Fuels	403,970	2,247,878
Horticulture	—	1,007,774
Household Equipment & Supplies	2,158,108	19,170,858
Household Furnishings	313,673	2,743,456
Industrial Materials	1,551,890	14,580,800
Insurance	665,173	5,861,781
Jewelry, Optical Goods & Cameras	1,226,201	8,642,595
Medicines & Proprietary Remedies	5,493,348	45,109,009
Office Equipment, Stationery & Writing Supplies	836,830	5,820,237
Political	171,491	255,515
Publishing & Media	—	827,833
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	1,029,552	6,770,055
Smoking Materials	5,925,967	49,268,172
Soaps, Cleaners & Polishes	5,084,438	51,105,266
Sporting Goods & Toys	203,806	1,161,248
Toiletries & Toilet Goods	9,044,095	82,486,057
Travel, Hotels & Resorts	249,402	2,159,193
Miscellaneous	801,075	7,008,588
Total	$52,503,617	$460,620,257

LNA-BAR: Gross time cost only

• Business briefly

Time Sales

• R. T. French Co., Rochester, N.Y., plans pre-Lenten spot tv campaign on behalf of its dry spaghetti sauce mix, starting this month. Agency is Compton Adv., New York. Advertising calls for schedules in 20 metropolitan markets: Rochester, New York, Chicago, Philadelphia, Los Angeles, Pittsburgh, Cleveland, Seattle, Indianapolis, Buffalo, San Diego, Portland (Ore.), Baltimore, Syracuse, Columbus, Charleston (W. Va.), Washington (D.C.), San Francisco, Boston and Cincinnati. French has maintained steady spot radio campaign for Contadina tomato sauce to promote mixes requiring addition of tomato sauce.

• Continental Casualty Co., Chicago, opens ad campaign Thursday (Jan. 15) for its "65-Plus" hospital-surgical insurance in New York, New Jersey, Connecticut, Pennsylvania, Delaware, Maryland, Ohio and Washington, D.C. (selling senior citizens on health insurance). Estimate is that more than $200,000 will go for radio-tv spots calling attention to coupon ads in newspapers, with campaign running 2½ weeks and newspapers getting nearly 65% of budget, radio-tv remainder. Used will be 50 eight-seconds and 25 one-minutes featuring Westbrook Van Voorhis and Charles Coburn. Bulk of ads to be concentrated in 11 major markets. George H. Hartman Co., Chicago, is agency.

• Oldsmobile Div., General Motors Corp., which late last year announced it would sponsor the Bing Crosby Golf Tournament on ABC-TV Jan. 18 at 5:30-7 p.m., last week supplemented this purchase by announcing its agency, D. P. Brother & Co., Detroit, had added ABC Radio to the lineup. Whereas ABC-TV will present crucial finale of tourney, radio will broadcast highlights during contest.

• The Equitable Life Assurance Society of the U.S., N.Y., will sponsor a monthly 90-minute, live dramatic series on CBS-TV next fall. Entitled *Biography*, show will present stories of persons rising to great achievements against heavy odds. Agency is Foote, Cone & Belding, N.Y., which acquired the account (once print-oriented) late last fall from Kenyon & Eckhardt, N.Y.

• New and renewal business amounting to more than $1.5 million gross was placed on NBC-TV's *Today* (Mon.-Fri. 7-9 a.m.) and *The Jack Paar Show* (Mon.-Fri. 11:15 p.m.-1 a.m.) by 11 advertisers during the past two weeks. Advertisers include Tex Stern's Nurseries Inc., Sandura Co. Inc., Hagan Chemicals and Controls Inc., Magnus Organ Co., Kayser-Roth Corp.

CHECKOUT FOR QUALITY

Collins Broadcast transmitters are pretested for "audio proof of performance"

You get the finest, most thoroughly tested broadcast transmitter available when you select *Collins*. Each Collins broadcast system is operated at *your* exact frequency and load before shipment.

Data obtained during the pre-test is compiled into an 11-page "test history". This history remains with the transmitter and serves as written proof of pre-test performance. It helps station technicians save installation costs and time.

Collins superiority is determined by many factors — thorough final testing and complete audio proof-of-performance are not the least of these — and are exclusive with Collins.

For complete information about Collins transmitters, and your free "Collins Broadcast Equipment" catalog, write or call Collins Radio Company, Broadcast Sales Division, 315 Second Avenue S.E., Cedar Rapids, Iowa.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS • DALLAS • BURBANK

(hosiery), Jackson & Perkins (flowers and fruits), National Presto Industries Inc., General Electric Co., Studebaker-Packard Corp., Pharma-Craft Corp., and Coopers Inc.

• Two regional advertisers are latest purchasers of Independent Television Corp.'s *Sergeant Preston of the Yukon* syndicated series for 21 markets, bringing total markets for series to 95. Colonial Stores of Atlanta (food chain) bought series for 17 markets, and Henry Heide Inc. (candy) bought for New York, Chicago, Philadelphia, Detroit and Boston.

• George H. Luft Co. (Tangee beauty products), Long Island City, N.Y., in its first use of network radio in six years, has signed for *The Walter Winchell Show* over Mutual (Sun. 6-6:15 p.m.), starting yesterday (Jan. 11). Agency: Compton Adv., N.Y.

• Bayuk Cigars Inc., Philadelphia, began sponsorship last Friday (Jan. 9) of *Phillies Jackpot Bowling*, a new sports program with Leo Durocher as m.c., over NBC-TV immediately after the Friday boxing telecasts (approximately 10:45-11 p.m.). Agency: Feigenbaum & Wermen Adv., Philadelphia.

• Waverly Fabrics Co., N.Y., is sponsoring Monday and Tuesday segments of *Decorating Wavelengths* (NBC Radio, Mon.-Fri. 8:30-8:35 p.m.), a program on home decoration with NBC announcer, Ben Grauer and his wife, Melanie Kahane, an interior and industrial designer, starting Jan. 5. Agency: Ehrlich, Neuwirth, Sobo Inc., N.Y.

Agency appointments

• Procter & Gamble appoints Dancer-Fitzgerald-Sample, N.Y., for its new White Cloud bathroom tissue made by P&G's Charmin Paper Products Co. subsidiary.

• Revlon Inc., N.Y., appoints Heineman, Kleinfeld, Shaw & Joseph Inc., that city, to handle its Thin-Down formula for weight reduction and figure control.

• Paxton & Gallagher Co. (Butter-Nut coffee), Omaha, Neb., appoints Tatham-Laird Inc., Chicago, as its national agency except for west coast operations which will be handled by D'Arcy Adv., St. Louis. D'Arcy appointment is effective immediately, T-L, March 1. Switch from Buchanan-Thomas Adv., Omaha, ended a 34-year relationship.

• Paine, Webber, Jackson & Curtis, N.Y., investment banking and brokerage company, appoints Albert Frank-Guenther Law Inc., that city.

• Reynolds Metals Co., Richmond, Va., names Los Angeles office of Lennen & Newell Inc. for its Decorative Foil and Arrow Brands divisions.

• Catherine Clark's Brownberry Ovens Inc. (bread, other bakery products), Oconomowoc, Wis., appoints Clinton E. Frank Inc., Chicago. Bosch Brewing Co., Houghton, Mich., also names Frank.

• *Detroit Times* (owned and operated by Hearst Corp.) appoints MacManus, John & Adams, Bloomfield Hills, Mich., succeeding Luckoff & Wayburn Inc., Detroit.

• Standard Brands (Instant Chase & Sanborn coffee), N.Y., begins four-week saturation campaign on Mutual today (Jan. 5), using participation on two newscasts and 20-second adjacencies to two other newscasts. Agency: Compton Adv., N.Y.

• General Baking Co., N.Y., has appointed Compton Adv. as its agency.

• Also in advertising

• Tilds & Cantz, Los Angeles advertising agency, plans to open a midwestern office in Chicago primarily to service a new account, Lake States Imports, midwestern distributor of Renault automobiles. Tilds & Cantz also handles advertising for two other Renault distributors, John Green Corp. in the Southwest and Northwest Inc. in the Northwest.

• N. W. Ayer & Son Inc., Philadelphia, has signed a long-term lease agreement with Rockefeller Center Inc. for 28,000 sq.-ft. of office space in the new Time & Life Bldg. now under construction in New York on the Avenue of Americas between 50th and 51st Sts. The move, scheduled for the fall of 1959, will consolidate Ayer's New York operation in one building.

• Clinton E. Frank Inc. announces enlargement of Chicago offices, moving art, media and production departments into 5,000 sq. ft. of new space on the 13th floor of Merchandise Mart. Agency also has realigned and redecorated penthouse offices atop Mart and will retain research and accounting departments on 15th floor.

• Peter Finney, formerly executive v.p. and director of Southern Adv. Inc., Lexington, Ky., announces opening of his own advertising agency, Peter Finney & Co., Miami, with offices at 529 W. Flagler St. Agency, according to Mr. Finney, will concentrate on business, industry and tourism in South Florida and Latin America.

• Henderson Adv. Agency, Greenville, S. C., plans construction of two-story office building to include more than 10,000 sq. ft. of space at total investment of $175,000. Occupancy is planned by June 1959.

• Larue, Cleveland Inc., advertising agency, has been formed in Detroit, announces President Robert Larue. Agency, comprised of former employes of Holden, Chapin, Larue Inc., is located at 16418 W. McNichols Rd., Detroit 35, Mich.

• Alan Alch, writer-director-producer for Freberg Ltd., L.A., and previously with Guild, Bascom & Bonfigli, S.F., has organized his own firm to write and produce creative advertising, with headquarters at Samuel Goldwyn Studios, 1141 N. Formosa, Hollywood.

• Goodman & Rouse Inc., Beverly Hills, Calif., has moved to 8350 Santa Monica Blvd. Telephone: Oldfield 6-6200.

• Eisaman-Johns Adv. on Jan. 15 is moving into new and larger offices in Taft Bldg., 1680 N. Vine St., Hollywood.

• Lennen & Newell has moved its Southern California office to 9033 Wilshire Blvd., Beverly Hills, Calif. Telephone: Crestview 1-7221.

• Kennedy, Walker & Wooten Inc., Beverly Hills, Calif., following resignation of Eugene Wooten, changes its name to Kennedy/Walker/Inc., effective Jan. 15. Mr. Wooten, one of the founders of the agency in 1955, retired because of ill health and need of additional time to devote to his private interests.

• Goodman & Rouse, Los Angeles agency formed last August by Mort Goodman and Art Rouse, moved Jan. 5 to larger quarters at 8350 Santa Monica Blvd., L.A. 46. Telephone: Oldfield 6-6200.

• Western States Advertising Agencies Assn. has chosen "New Dimensions in Advertising" as the theme of its 1959 annual conference, to be held April 23-25 at the Oasis Hotel in Palm Springs, Calif.

• General Public Relations Inc. (Benton & Bowles subsidiary), has closed its Los Angeles office after two years. Burns W. Lee, executive vice president, has taken over offices at 697 S. Hobart Blvd. for the present and reactivated his own firm, Burns W. Lee Assoc., which was discontinued when he merged forces with GPR. Ted Shields is principal associate of the Lee organization and Jacqueline de l'Eau Brown is radio-tv manager.

THE CAT IS OUT OF THE BAG!

PREDICTION:

1959's Brightest Television Star-

FELIX THE CAT

260 brand new adventure cartoons are now in FULL PRODUCTION for TV debut in September, 1959

Unique continuing format of FOUR-MINUTE episodes . . . NEW stories . . . NEW characters . . . designed specifically for television . . . produced in beautiful Eastman Color . . . or striking black and white.

Audition screenings by appointment:

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in Charge of Sales
TRANS-LUX TELEVISION CORP.
625 MADISON AVE., N. Y. C.
Phone: PLaza 1-3110-1-2-3-4

TRANS-TV

THE MOST IMPORTANT NEW TV SHOW FOR CHILDREN IN THE PAST FIVE YEARS!

"Imagin'

me goin' ta collidge!" WJAR-TV made nationwide headlines recently when it initiated a live TV course on the history and philosophy of communism. Full academic credit was given by Providence College and enthusiastic letters poured in. Daring, imaginative, unorthodox local programming like this is the biggest single reason why WJAR-TV consistently walks off with the lion's share of the audience in the PROVIDENCE MARKET.

WJAR-TV CHANNEL 10
Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.

NBC-TV GOES 'MINIMUM BUY'

'Must buy' now banished from tv networks

NBC-TV last week followed the precedent of the other two tv networks and announced that on March 15 it will abandon its "must buy" policy of selling network time and institute a "minimum buy" plan. ABC-TV has had a minimum buy system in effect since the network began operation and CBS-TV announced its own minimum buy plan last month, effective March 1 (BROADCASTING, Dec. 15, CLOSED CIRCUIT, Dec. 1).

NBC-TV is notifying advertisers their orders for network option time periods will be acceptable if they include stations with hourly rates totaling at least $95,000 in Class A time periods or Class C hourly network rates totaling $42,500 or more. The Class A minimum is 74.6% and the Class C minimum 66.8% of the full network rates for the 207 NBC-TV stations in the U.S.

Smaller lineups will not be unacceptable but will be subject to case-by-case approval by NBC, which will consider "the practical needs of national advertisers with unusual marketing problems." No change will be made in network standards of program and advertising suitability and other public interest considerations.

"Basics," "Optionals" Out • After March 15, NBC-TV affiliates no longer will be listed as "basic" or "optional." NBC-TV's must buy policy required option time orders to include all basic affiliates, of which there were 57 on Jan. 1, but in practice, NBC said, lineups bought by advertisers have been far in excess of this list.

The Barrow Report to the FCC had recommended a minimum buy instead of a must buy policy for networking and NBC Board Chairman Robert W. Sarnoff, testifying before the FCC on this report in March 1958, said such a change would not seriously disrupt NBC-TV operations, the network noted.

Substantial flexibility in station selection and continued maintenance of the network as a national medium will result from the NBC-TV move, Walter D. Scott, vice president, tv network sales, said. He noted NBC-TV advertisers have been ordering lineups totaling considerably more than the new minimum purchases and expressed confidence they will continue to do so "to obtain optimum efficiency in terms of national coverage and penetration." Current Class A lineups are well above $100,000 and typical daytime rates are above $42,500 in Class C hourly rates, he said.

Mr. Sarnoff: sees no disruption

CBS STARTS ITS PCP

$350,000 of business signed in first week

CBS Radio's new Program Consolidation Plan moved through its first week last week, and officials of the network reported continuing satisfaction with its reception by both affiliates and advertisers.

Another $350,000 in new business was signed during the week, according to sales vice president John Karol, who a week earlier had reported $4.4 million signed since plans for PCP were announced two months before (BROADCASTING, Jan. 5).

Officials also described themselves as pleased with affiliate acceptance. They said another one of the 13 affiliates to whom they sent cancellation notices had reconsidered and signed up—this in addition to one who reconsidered the preceding week—and that a third had made a counter-offer which, while not acceptable, gave them hope that the station might go all the way and endorse the plan.

They made plain—as station relations vice president William Schudt did in the cancellation notices he sent out—that "the same contract" was being offered all affiliates, with special deals for none.

Unconfirmed reports circulated that KTRH Houston was leaving the network, and it was confirmed that this was one of the stations which had been given cancellation notice. Network officials said they had had no further official word from KTRH about the contract, but did have indirect indications that led them to think the station planned to go along with PCP.

In his cancellation letters Mr. Schudt told unsigned stations that "we have no recourse but to give notice of termination effective July 1 [six month's notice was required]." He told the stations "you have our assurance of continued service under your current agreement until the effective date of termination." He also left the way open for stations to reconsider.

"I can tell you that this is the most difficult decision we have ever had to make," his letters said. "We hoped we had found a clean-cut workable solution to our network-station relationship —not just another patching job—a solution which *all* our affiliates could endorse. To you and the few others who have not accepted the plan, we can only express our regret that such a long and pleasant relationship must end.

"We appreciate that your decision is based on sound business judgment and what you consider to be the best interests of your station. However, if you think there is any area for further discussion or any additional information we could furnish which might cause you to reconsider your decision, you may be certain we will be only too happy to meet with you at your convenience for such a discussion.

"In any case, on behalf of Art Hayes [network president], the CBS Radio radio staff and myself, I would like to express our appreciation for your cooperation during our years of association and extend to you our very best wishes for your continued success."

The $350,000 in new business announced by CBS Radio last week, was placed by Ex-Lax, Lever Bros. and Mutual of Omaha. Ex-Lax (through Warwick & Legler) bought six weekly units of daytime dramatic programs for 13 weeks starting today (Jan. 12); Lever, for Good Luck margarine (through Ogilvy, Benson & Mather), signed for 22 units a week in daytime drama and news programs for 13 weeks starting last week and Mutual of Omaha (through Bozell & Jacobs) bought 11 weekly segments of dramatic and suspense programs plus five weekly units

WGH 1*
COLOR Channel...131
RADIO

in
NORFOLK
PORTSMOUTH
NEWPORT NEWS
and
HAMPTON
VIRGINIA
INJECTS
streamlineability
in
your
SALES
MESSAGE
with
mobilty-plus

WGH News Satellites bring the news as it happens where it happens

WGH DJ's broadcast from all over Tidewater from this beautiful mobile studio

WGH is radio on the Go broadcasting from one of Virginia's largest shopping centers

WGH
RADIO
Color Channel....131

Nationally Represented by JOHN BLAIR & Company

* PULSE - TRENDEX

of news for eight weeks starting March 1.

PCP, in which CBS Radio reduced and regrouped its programimng and put station payments primarily on a program rather than cash basis, went into effect Jan. 5.

Treyz claims ABC-TV now fully competitive

After a year of decision—1958—ABC-TV has effectively narrowed the gap between it and the other two tv networks, ABC-TV President Oliver Treyz stated last week. He noted that increase of ABC-TV primary affiliates to 88 (from 79), increase of live coverage to 86.5% (from 82.7%) and ABC-TV's addition of "the largest single block (of programming) ever started at one time"—its now-famous "Daybreak" concept—all added up to one thing: ABC-TV grew "at a rate far faster than the industry as a whole."

ABC-TV, now covering the top 33 markets (and 77 out of the top 100), has increased its client roster from 50 to 63, also has "nearly doubled" the number of commercial hours sold: From 27 in 1957 to 48 in 1958.

As such, Mr. Treyz noted, ABC-TV had fully realized its "five year plan" drawn up in 1953 when ABC merged with United Paramount Theatres. Object: to become fully competitive within five years.

Optimism also was expressed by Edward J. DeGray, vice president in charge of ABC Radio. He said the network closed out 1958 with a 23% gain in sponsored time over last year and a 12% audience gain.

'Chicago Sun-Times' Purchases 'Daily News'

Knight Newspapers Inc., which owns broadcast properties, last Monday, (Jan. 5) sold the *Chicago Daily News* to the *Chicago Sun-Times* for an estimated $18 million.

Majority control of the *News* was sold to Field Enterprises Inc. at $50 a share. Over 75% of 481,293 outstanding shares were held by Knight Newspapers Inc., members of the Knight family and executives and employes of the Knight chain. Minority shareholders will be offered $50 a share.

John S. Knight stated his chain of newspapers and radio-tv properties "will continue to expand in areas where the demands upon my personal supervision will not be as insistent." Mr. Knight, who bought control of the *News* in 1944, at one time owned 27.7% interest in WIND Chicago. The station was later sold to Westinghouse Broadcasting Co. for $5.3 million (BROADCASTING, Sept. 3, 1956).

Knight radio-tv properties include substantial minority interests in WAKR-AM-FM-TV Akron, Ohio, and WCKR-WCKT (TV) Miami. A Knight executive reports present plans do not now call for the acquisition of additional broadcast properties.

Field Enterprises was active in broadcast properties about 10 years ago, but gradually divested its interests in a radio retrenchment program. Carl Weitzel, executive vice-president of Field Enterprises, stated his company has no plans, at present, to re-enter the broadcast field.

SUBURBAN READING RAB has new ammo for war on newspapers

A new sales tool, designed to help radio stations sell more effectively against their newspaper competitors, is being announced today (Jan. 12) by Radio Advertising Bureau.

It's a study of newspaper penetration of the growing suburban areas of the nation's top 50 markets. In the average market, it shows, all newspapers combined reach only 42.2% of the homes in the retail trading zone. In some markets the combined newspaper coverage is less than 20% of the retail trading zone homes, RAB reported.

The Bureau offered this breakdown of homes covered by newspapers in a major West Coast market, one of the nation's top 10:

NEWSPAPER	CITY ZONE	RETAIL TRADING ZONE	TOTAL BOTH ZONES
PAPER A	21.5%	13.7%	15.9%
PAPER B	34.7	13.9	19.8
PAPER C	30.1	5.6	12.5
PAPER D	26.4	2.9	9.6
PAPER E	54.2	35.0	45.1
TOTAL UNDUPLICATED COVERAGE	59.3	30.8	41.0

For an East North Central market, in the top 20, comparable figures were given as follows:

NEWSPAPER	CITY ZONE	RETAIL TRADING ZONE	TOTAL BOTH ZONES
PAPER A	45.4%	26.7%	39.3%
PAPER B	37.1	17.8	30.9
PAPER C	37.8	13.9	30.1
TOTAL UNDUPLICATED COVERAGE	77.0	42.9	66.0

RAB President Kevin B. Sweeney said, "The fact that the figures prove a severe drop-off in newspaper outside-city penetration is not surprising—this has been general advertising industry knowledge for years. But what this analysis does offer the advertiser is an at-

a-glance, *exact* measurement of that drop-off factor. So far as we know, this has never been made available before for the top 50 markets."

By comparison with the newspaper figures, A. C. Neilsen Co. data show that more than 89% of all radio homes —which means virtually all homes— are reached in a week by radio.

The RAB study is being distributed to member stations, networks and station representatives and also will be made available to national-level advertising agencies, RAB said.

KCOP (TV) replacing struck technicians

KCOP (TV) Los Angeles is replacing striking members of Local 45, International Brotherhood of Electrical Workers with new "permanent" employes, Manager Alvin G. Flanagan has said. The station continues with operations normal.

The strike was sanctioned by Los Angeles Central Labor Trades Council comprising all AFL-CIO unions and AFM Hollywood Local 47 has "suggested" that its members respect IBEW picket lines, with some doing so but other musicians continuing to perform at KCOP. AFTRA expects to consider its official stand at tonight's board meeting.

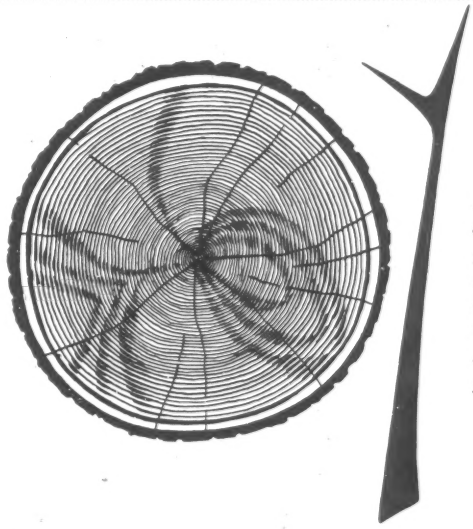
Changing Hands

Announced • The following sale of a station interest was announced last week. It is subject to FCC approval:

• KGDE Fergus Falls, Minn.: Sold to Carroll Crawford and Kingsley Murphy Jr. (interest in KRNT-TV Des Moines through 40% ownership of station by father's estate) by Harold L. Dell for $124,000. The sale was handled by Blackburn & Co. KGDE is on 1250 kc with 1 kw, day, 500 w, night, directional antenna night, and is affiliated with MBS.

Approved • The following transfer of a station interest was approved by the FCC last week (also see FOR THE RECORD, page 99):

• KNAC-TV Fort Smith, Ark.: Sold to Donald W. Reynolds (49% stockholder) by Harry Pollock for $595,000 for the remaining 51%. Mr. Reynolds, newspaper publisher, is the permittee of KHAD-TV Laredo, Tex., and has controlling interests in KOLO-AM-TV Reno, KLRJ-TV Henderson, and KORK Las Vegas, all Nevada, and KFSA Fort Smith and KBRS Springdale, both Arkansas. Comrs. Rosel Hyde, Robert Bartley and Frederick Ford dissented in this grant on the concentration issue. KNAC-TV is on ch. 5 and is affiliated with CBS-TV.



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Clifford B. Marshall
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AFTRA, Chicago o&o's agree on new contract

Members of the Chicago chapter of American Federation of Tv & Radio Artists last Thursday ratified terms of a new two-year agreement with local network o & o outlets, plus WGN-AM-TV and WLS. The local also approved the national network pact.

In addition, the local set machinery in motion for opening discussions with Chicago independent (or so-called Class "B") stations about Feb. 1. Their contracts with AFTRA expire April 1, 1959.

Basic feature of pacts negotiated with ABC's WBKB (TV), NBC's WNBQ (TV) and WMAQ, CBS' WBBM-AM-TV, WGN-AM-TV and WLS Inc. (owned by American Broadcasting-Paramount Theatres Inc. and Prairie Farmer Inc.) is a $20 increase in weekly base pay of staff announcers—from $170 to $190. Pay of announcers at WLS, affiliated with both ABC and MBS, will be raised from $160 to $180.

AFTRA-Chicago also won a limitation on the number and length of station break announcements for radio-tv within any 60-minute segment. Staff announcers, heretofore paid for such announcements in participation programs, also will receive premium pay for commercials in station break time. Announcements are limited to 70 seconds each and four per hour. This provision was a feature of tv contracts negotiated two years ago.

Sports announcers will receive a flat $100 fee per sports event broadcast instead of announcers' rates under previous pacts. Stations also acceded to the union's request for a minimum 13 weeks of employment to establish eligibility for AFTRA's multiple program discount structure. Another provision: 150% increase in rates for transcriptions used in non-metropolitan Chicago areas.

AFTRA spokesmen declined to spell out demands to be made on independent stations in forthcoming talks. Their salaries range between $120 and $160 and agreements are expected to vary among independent stations.

AFTRA also announced last week that its New York local has ratified the contract, agreed upon by the union and networks several weeks ago (BROADCASTING, Dec. 29, 1958). The balloting was held last Monday (Jan. 5) and was to be followed by contract ratification meetings in Chicago last Thursday (Jan. 8) and in Los Angeles on Wednesday (Jan. 14).

Baltimore stations get ad tax refund

Baltimore radio and tv stations received refunds totaling $69,415 from the City of Baltimore, based on taxes collected by the city before its advertising tax was held unconstitutional (BROADCASTING, Oct. 20, 1958).

Total refunds of more than $1.1 million were made by the city council, with two major newspaper firms receiving over $1 million. Newspapers and broadcasters are in turn making refunds to advertisers.

Among refunds to broadcast stations: WFBR $10,766; WEBB $3,639; WJZ-TV $12,013; WITH $12,627; WMAR-TV $1,290; WCBM $10,490; WBAL-TV $15,432; WBMD $3,158.

The city taxing ordinance had specified that the levy on radio-tv stations applied to the sale of time intended for the state of Maryland. WMAR-TV took the position from the start that it would only collect taxes on political time, contending other broadcast advertising was intended for viewers outside as well as inside the state line. As a result its city refund was much less than those paid other stations.

Ed Noble's will filed

The will of Edward J. Noble, largest single stockholder of American Broadcasting-Paramount Theatres, left $3 million to his widow, established a $2 million trust fund for his daughter, Mrs. June Noble Smith, and after a number of smaller bequests left the rest to the Edward John Noble Foundation. The will, filed for probate last week in Greenwich, Conn., did not indicate either the disposition to be made of his AB-PT stock or the total worth of the estate. Mr. Noble, who died Dec. 28 at the age of 76 (BROADCASTING, Jan. 5), owned about 75% of the preferred and 8% of the common stock of AB-PT. Much of this, especially in common shares, was in the name of the foundation, which he set up in 1940 and which has made many contributions for educational, religious and charitable purposes.

Around the world in eighty minutes • The National Press Club in Washington, D.C., played host to six NBC newsmen, home from their world-wide beats, at a luncheon last week, following which there was a brisk 80-minute report and question-answer session on the international scene. Grouped around National Press Club President John Horner (c), of the *Washington Evening Star*, are (from left): Cecil Brown, Tokyo; Welles Hangen, Cairo; Joseph C. Harsch, London; Edwin Newman, Paris; Irving R. Levine, Moscow, and John Rich, Berlin.

• Media notes

• KTLA (TV) Los Angeles announces program rates have been increased 33%, to a base rate of $2,000 for an hour of Class A time (6:30-11 p.m.) in rate card #9, effective Jan. 1, 1959. Current advertisers receive six months protection against imposition of the new rate scale, first increase in KTLA time charges since Oct. 15, 1955, Dick Jolliffe, general sales manager, said in announcing the new card.

• Keystone Broadcasting System announces addition of seven affiliates (new total: 1,051): KBRV Soda Springs, Ida.; WLDS Jacksonville, Ill.; WHLT Huntington, Ind.; WDOE Dunkirk, N. Y.; WLSB Copperhill, Tenn.; KBCS Grand Prairie, Texas, and KRSC Othello, Wash.

• XETV (TV) Tijuana, Mex. (San Diego), appoints William Nietfeld & Assoc., San Diego, to handle its exploitation and public relations.

IT'S YES-BUT ON OPTION TIME

FCC set to rule network practice necessary but not very nice

A critical analysis of option time and how it allegedly serves television networks—and in great part disserves stations and the public—has been virtually adopted by the FCC.

But the FCC majority—a slim, one-vote majority it appeared at the end of last week—toned down the harsh judgment implicit in the basic portion of the document by concluding that option time is reasonably necessary for television networking.

The report on option time was to be the subject of a session of the Commission Friday. Because of the absence of Comr. Robert E. Lee, final acceptance of the memorandum was put off to Wednesday of this week.

If present lines hold, it is estimated that the document will be accepted by a majority vote. Comrs. Robert T. Bartley and Frederick W. Ford reportedly are the unwavering minority. Comr. Rosel H. Hyde is not committed.

If and when accepted, the statement of principles on option time will be submitted to the Justice Dept. for its consideration. The Justice Dept. informed the FCC last April that in its opinion option time was an out-and-out violation of the antitrust laws.

Need for Options • The key finding, it is understood, is that option time is required to permit networks to assure national advertisers of a national lineup of stations.

Although the study states that many stations probably would be more interested in network affiliation without option time, the absence of this agreement giving networks first call on certain hours, primarily the prime, nighttime hours, would:

- Cause uncertainty in both programming and sales effort.
- Cause a "checkerboarding" of clearances which might result in the eating away of network service.
- Cause networks to go into red ink operation since loss of business has a dual impact on network economics—loss of revenue from the advertiser, and the cost to the network of continuing to program the time period.
- Cause a decline in network program quality, since advance planning would be impossible and financial losses would cause networks to be more conservative in underwriting first-rate programs.
- Cause the decline of live programs.

Among other points understood to be made by the report is the opinion that option time does not play a significant part in competition among the three major tv networks.

The report finds that option time works to the disadvantage of non-network organizations like independent program producers, film syndicators, station representatives and also non-network advertisers using national or local spot. Not only are they excluded, generally, from prime hours, but the threat of the 56-day pre-emption by networks of option time makes these advertisers chary of buying prime time on an affiliated station.

Station Scarcity • The report acknowledges that the principal problem is the lack of comparable facilities in key markets.

It is agreed that the public benefits from the quality of programs served by networks.

Threaded throughout the discussion of option time is the implication that under present network practices, stations do not have freedom to program as they would like.

It is agreed, however, that a network affiliation is desirable, for without one, many stations would operate at a marginal if not a loss level. The network, the report states, provides a program service that is of importance to the station—and after the free hours pays the station for carrying these commercial programs.

Contradictions Claimed • The option time findings include one section on the contradictory position of networks and stations in their economic affairs.

Networks affiliate with stations for the purpose of establishing a package for national advertising, yet networks also sell spot business through their spot representation; stations affiliate with networks for national advertising, yet also seek national spot business through their representatives. Even film syndicators exhibit this dual trait: They often sell their products to a network for national exposure; at the same time they are syndicating their products to individual stations for spot business.

Independent program producers are limited sharply in prime evening hours, the report states, because about 66⅔% of the total nighttime viewing audience is focused in the three hours usually considered option time. This leaves only a third of the night time audience available for non-network programs, it points out.

The benefits of option time for independent program syndicators is also discussed, although it is presumed that syndicators could not provide the entire range of services proffered by a network and thus would have little to offer a station in competition with a network affiliation.

Although station representatives have benefited from the worth of adjacencies to network programs, it is found that in the main they have suffered because networks have prime hours sewed up under option agreements with affiliates.

Film syndicators also have suffered, the report states, because with most of the prime hours optioned, and with the shortage of facilities, they must concentrate on the less financially attractive hours, with a resulting concentration on small-budget programs which bring in smaller profits.

Revision Under Review • The report under consideration on Friday is the second draft of the option time findings. The first draft was submitted last November, and caused a heated debate among the commissioners (BROADCASTING, Dec. 1). The subject was reviewed several times since then, the last times being Dec. 31 and Jan. 2.

The 35-page, single space document was written by the Commission's Office of Network Study. This group was established in the fall of 1957 following the culmination of the two-year, $221,000 investigation of television networks by a 13-man staff headed by Dean Roscoe Barrow of the U. of Cincinnati Law School.

The ONS is headed by Warren Baum, an economist. Mr. Baum was a member of the original network study staff. Other staff members still working on the program section of the report are attorneys Ashbrook P. Bryant and James F. Tierney. ONS advisers are Dean Barrow and Drs. Louis H. Mayo and Jesse Markham, the latter two also having been members of the study staff.

Capitol Hill ethics

Sen. Kenneth Keating (R-N. Y.) last week criticized a staff report of the House Antitrust Subcommittee for failing to recommend a code of ethics for members of Congress as well as other federal officials.

COX ASKS BOOSTERS, REIN ON CATV

Staff council's report to Senate Commerce Committee recommending vhf boosters, tight control over CATV is at odds with FCC views

The FCC must exert strict controls over community antenna television systems and should allow vhf boosters which do not cause interference, a staff report to the Senate Commerce Committee by special counsel Kenneth Cox has recommended.

Both of the above recommendations are in direct conflict with the FCC's own views. The Commission has disavowed any jurisdiction over CATV and just two weeks ago (BROADCASTING, Jan. 5) for the third time ruled that vhf boosters are illegal and ordered them either to shift to uhf within 90 days or go off the air.

Scheduled for release today (Jan. 12), the report covers the problems of supplying adequate tv service for sparsely-populated areas of the U. S. Specific fields covered include CATV, satellites, translators, boosters and private and common-carrier microwave facilities.

Mr. Cox stated the Commission must take immediate action to solve the problems "even though no solution presents itself which does not involve injury or loss for someone. . . . If the Commission fails to act promptly, the problems will grow in number and difficulty and insuperable obstacles to the fullest possible service to the public may be erected."

Throughout his report, Mr. Cox stressed the desirability of a truly local station over a system providing imported signals of stations located many miles away.

"The Commission may be able indirectly to enhance the possibility of successful operation of tv stations in small communities by encouraging the development of more economical equipment, by building industry awareness of the problem and by stimulating policies on part of networks, agencies and advertisers . . ." counsel Cox stated. "The Commission should keep the goal of the greatest degree of local service always in the forefront in all its deliberations and actions."

He stated the FCC has been fairly successful in bringing tv service to 90% of the American people but "it has been notably less successful in attaining the objective of widespread local service." Only about 25% of the cities allocated channels actually have operating stations, he said. There are a substantial number of cities which would have a reasonable chance to sustain at least one station were it not for problems raised by action, or lack of action, by the Commission in the allocations field."

Why the Delay? • Mr. Cox hit the "apparently haphazard manner" in which the FCC decided that it has no jurisdiction over CATV. "It appears that the last pleading . . . in this case had been filed in August 1956 . . . so the long delay in announcing a decision [in April 1958] seems difficult to understand," he stated. "The opinion is somewhat unsatisfactory. . . . It is difficult to see how the Commission can discharge its overall responsibilities without authority over this important aspect of tv service."

Mr. Cox said the Commission's attitude on boosters "was clearly not calculated to win public cooperation." The FCC's action, he stated, was motivated by a proper concern over the danger of interference. "The Commission failed to step in and provide a sound scheme of regulation for boosters, he said, "and when their spread seemed to create dangers of serious interference, it sought simply to stamp them out without providing any reasonable alternative."

The FCC is charged by statute to make sure boosters do not create interference, the attorney stated, but it should operate on the principle that interference is not to be assumed but must be proved. "If vhf boosters are technically feasible, as seems demonstrated by their operations to date, the Commission should accept them . . . which means authorizing such facilities under proper rules."

Counsel Cox: unhappy with rural tv service

Unfair Competition • Several recent actions by the FCC in authorizing other types of tv services in communities already served by a local station "may be said to make the competition unfair" to the local station, Mr. Cox stated. "It is therefore quite understandable that the broadcasters who appeared before the committee feel that they have been subjected to unfair competition by CATV systems—especially where that competition has been rendered more severe by action on the part of the FCC," the report stated.

Mr. Cox mentioned several specific cases in which this charge was made.

The report also backed the contentions of some small-market broadcasters that the FCC, through its actions, has indirectly changed its table of allocations and altered its rules. "It seems incredible that the Commission . . . appears to be on the verge not only of acquiescing in such changes but actually encouraging them without ever facing up to a decision of the underlying policy questions involved," Mr. Cox stated.

He then added:

"While it may be true that the FCC has not altered any formal rule . . . it seems clear that the Commission has permitted, or has itself effected, substantial changes in the competitive situations facing the stations concerned [12 instances were cited]." He said it was quite natural that boosters, satellites, etc. were established when it was discovered that the FCC's channel assignments left several "white" areas throughout the country.

"All of these devices have their merits and their drawbacks," he said. "It is quite probable that all of them will be needed to provide maximum service to the public—at least for some time. Under these circumstances it seems clear that the Commission should have, and should vigorously exercise, regulatory power over all of these alternative means of bringing television service to the public. It is difficult to see how the Commission can perform its duties to the public—and effectuate the will of Congress—without such broad and inclusive authority, because these various services interact upon each other in many ways. It is unfair to impose standards of public service on part of those who furnish television service to the public while leaving others similarly engaged free of all such obligations. It seems quite clear that

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1440 on your dial

FIRST IN PULSE!

For the Fifth Straight Time — KJAY Action Radio has captured the Pulse of Topeka — Again KJAY LEADS in total share-of-audience all day long from 6 AM to 6 PM!

(Topeka Metro Pulse, October 1958)

It's a Fact! **PxA = BA²**

KJAY offers TOPEKALAND advertisers the BUYER ACTION formula. General Manager Ed Schulz can give you this formula, or nationally, contact KJAY's NEW National Reps —

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NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO
IN ST. LOUIS: JACK HEATHERINGTON

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Serving 516,486 people in
22 rich Kansas Counties

TOPEKA, Kansas

5000 WATTS
1440 on your dial

the overall television industry cannot thrive and grow, to the greatest ultimate public interest, if it continues to exist only half regulated."

Help From Congress • Writing his report before the FCC reached its final decision on CATV, Mr. Cox said if the agency decided it did not have jurisdiction it should immediately ask Congress to give it such authority. On the same problem, he said, the FCC should give careful consideration to cable systems' use of tv programs without permission of stations or networks. Steps should be taken to assure stations of reasonable exclusivity for programming in their respective markets, Mr. Cox told the committee.

"While much of this falls within the province of the courts, there is a substantial area in which the Commission should act," he said. "In particular [FCC] should give immediate attention to the advisability of requiring special common carriers serving CATV systems to furnish proof that they have consent of the stations whose signals they carry."

Mr. Cox said he recognized that the FCC already is overburdened in its workload and that an increase in staff and appropriations may be necessary to carry out his recommendations. "The crying need is for prompt investigation of these most serious trouble spots and the making of decisions best fitted to the local situation in each case," he said. "Beyond that, the Commission should exercise greater care in its future actions to promote maximum service. . . ."

Most Pressing Need • He stated the most needed FCC action at the present time is "the matter of the licensing of special microwave common carriers to provide CATV systems with signals from great distances. . . . It would appear that the Commission, in the past, has dealt with these microwave applications on a much too narrow basis, simply looking to see whether the usual financial, character, technical, and other standards relative to a true common carrier situation are met. It should shed its blinders and take a careful look, in each case, at the ultimate use to which the proposed microwave facilities are to be put. Where the primary purpose of constructing such facilities is to feed distant signals to CATV systems, the Commissions should determine what the resulting impact would be on other television services, existing or proposed. . . .

"In some instances, perhaps, it may even be necessary for the Commission to reconsider grants heretofore made where it clearly appears that the carriers have functioned, and will continue to function, only as auxiliaries to CATV systems for the purpose of carrying the signals of one or more stations into another station's primary service area. . . ."

In closing, Mr. Cox said the Commission should (1) recognize and accept its duty to effect a nationwide tv system, making appropriate use of all available devices and facilities; (2) seek authority from Congress in areas where it lacks jurisdiction; (3) lay down clear rules known and understood by all; (4) develop a schedule of priorities among the various forms of services available, and (5) apply the broad public interest standards to each individual case.

Mr. Cox still owes the committee a second report, due in the immediate future, on allocations in general and the uhf-vhf problem in particular. Both are part of a five-year-old study by the committee, headed by Sen. Warren Magnuson (D-Wash.), on television. Sen. Magnuson has been prodding the FCC for a report, past due, on its steps to solve the uhf dilemma. After this is received, the committee will decide the future course of its inquiry.

Hawaii sale protested

A protest and petition for reconsideration of the FCC approval of the sale of 75.45% of KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wailuku, all Hawaii, by Consolidated Amusement Co. Ltd. to Hialand Development Corp. (BROADCASTING, Dec. 8, 1958) have been filed by Harry Weinberg, 1.6% stockholder in Consolidated, and 800 Corp., 0.17% stockholder, of which he is stockholder and president.

Mr. Weinberg charged that the sale of all assets of Consolidated (theatres and real estate and 75.45% of Hawaiian Broadcasting System Ltd., licensee of the stations) for $8,088,249 plus assumption of obligations constituted a fraud on Consolidated stockholders because the company's total net worth was $9,481,470 and the sales agreement thus contained a "fraudulent" understatement of as much as $1,170,000, or 12.5%; that stockholders were not informed of an "agreement" with Hialand by which J. Howard Worrall, president of the stations and vice president-director of Consolidated and 3.5% stockholder, would remain as president of the stations.

Mr. Weinberg said the value of Consolidated's 75.45% stock in the stations was "at least" $1,950,000, or $470,000 more than that represented to Consolidated stockholders by directors in seeking stockholder approval of the sale. The *Honolulu Star-Bulletin* owns the other 24.55% stock in the stations.

Newsmen protected if Dorn bill is passed

Rep. Francis E. Dorn (R-N.Y.) Wednesday (Jan. 7), the first day of the 86th Congress, introduced a bill which would protect newsmen from being forced by courts or congressional committees to reveal their news sources.

The move came too late, however, to help *New York Herald-Tribune* radio-tv columnist Marie Torre, who Monday began a 10-day sentence in the Hudson County (N.J.) jail for refusing to tell a district court the source of a statement about actress Judy Garland.

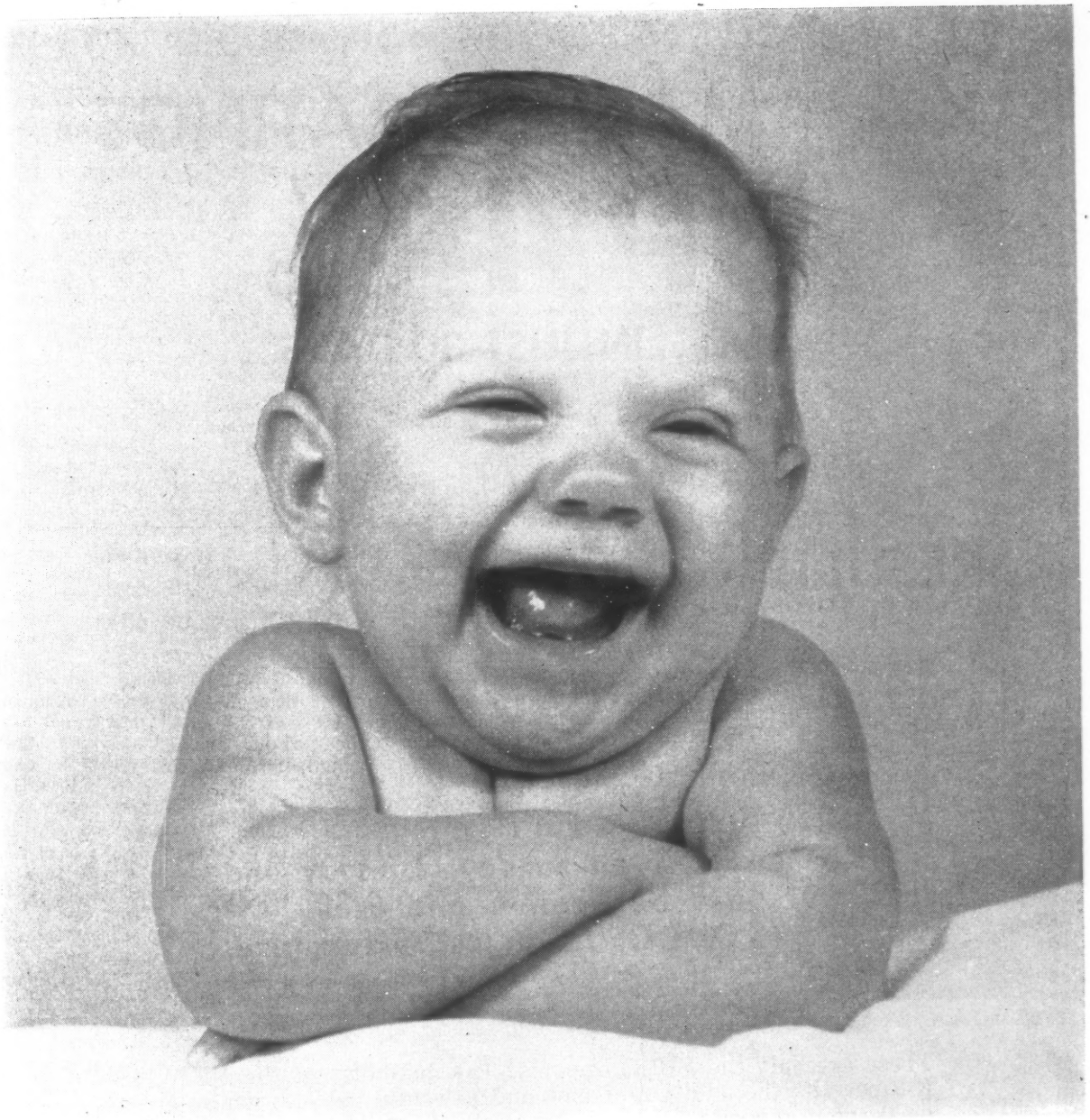
Rep. Dorn's bill, which had not been assigned a legislative number late Thursday, would exempt (except in cases affecting national security) reporters, writers and commentators employed by newspapers, news services, syndicates, periodicals and radio and tv stations and networks. He said the measures would help insure freedom of the press and strike "a blow at the kind of secrecy which can cover up corruption and scandal in government."

Before beginning her jail sentence for contempt, Miss Torre said she hoped it "will lead to legislation protecting a newspaperman's sources." Twelve states already have such laws. In sentencing Miss Torre, Judge Sylvester J. Ryan warned that she may be sentenced again if she still refuses to name her source. This could come about if attorneys for Miss Garland again ask the 34-year-old mother of two to identify the unnamed CBS vice president whom Miss Torre stated in her column made the controversial remark.

CBS last week made its first official stand in the Torre case:

"From the beginning, CBS has made no objection to Miss Torre's divulging the source of her story. The company has been unable to find that any of its executives or employes made any statement to Miss Torre concerning Miss Garland. CBS has never claimed that the alleged information is privileged and does not now make such claim. It is most sympathetic to the plight of Miss Torre and her family and would do anything, if it could, to relieve her."

Prof. Frank Thayer of the U. of Wisconsin School of Journalism cited Miss Torre's conviction as illustrating the need for "some legal formula" to protect newsmen in maintaining a confindential relationship with their news sources. Prof. Thayer, author of several books on laws of the press, said such legislation should "grant limited protection to the press without becoming an invitation to careless reporting, dishonesty and pure fraud."



"So then U.S. Steel invested $770 million in us"

An American baby is born every eight seconds—11,000 every day—4,000,000 a year. Our population will soon be over 200 million. And as our population grows, our production must grow. We'll need millions of new homes . . . new schools and hospitals . . . new highways to carry 75 million motor vehicles by 1970 . . . not to mention countless appliances and conveniences that haven't even been invented yet!

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K-7 AMARILLO RATINGS

UP 44%

...AND..IN JUST 30 DAYS...

OCTOBER 30 New ownership and management premieres all-new programming and operational plan for KVII-TV against two strongly entrenched competitors, both on the air since 1953!

NOVEMBER 30 One month later, ARB begins regular survey, after the new K-7 pattern in operation only *30* days!

RESULTS!

- K-7 OVERALL SHARE OF AUDIENCE.....UP 44%!
- K-7 6 PM-MIDNIGHT SHARE OF AUDIENCE...UP 51%!
- K-7 6 TO 10 PM SHARE OF AUDIENCE.....UP 68%!

The dynamic new approach to television in Amarillo taken by KVII-TV (K-7) saw the initial ratings in more than 30 hours of programming DOUBLED, and ratings sharply increased in more than 90% of the rated time periods. K-7's Movie Spectaculars are the highest rated movies IN THE MARKET! K-7's "All Aboard For Fun" is the highest-rated local children's program IN THE MARKET!

IN TOTAL RATING POINTS . .
K-7 is FIRST on Sunday, Tuesday and Thursdays between 6 and 9:30 PM!
3 DAYS OUT OF 7 . . in just 30 days time.

How did K-7 do it so quickly? By combining the know-how and many years of experience of its new management team—an exciting and expanded program schedule—and the most forceful promotion campaign in the city's history!

These are only the FIRST reports! The flexibility of the NEW K-7 permits the addition of new and powerful vehicles where a weak point appears. Add up these first results—remembering that K-7 is now full power with 316,000 watts—and you've got a STORY! All done, by-the-way, without gimmicks or give-aways. Get the COMPLETE AND EXCITING story of the new K-7 (KVII-TV) from your Bolling Man.

K-7 KVII-TV abc

C. R. 'DICK' WATTS
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REPRESENTED NATIONALLY BY
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SPACE ALLOCATIONS BLASTOFF

FCC opens new communications era with order for comments this month on space-space, space-earth frequencies

The first step in formally recognizing the age of space communications came last week when the FCC issued an invitation to industry and other interested parties to file comments on the allocation of frequencies for space-to-space and space-to-earth radio communications.

The Commission asked for comments quickly—by Jan. 21.

The comments will be used to establish the U.S. position for the forthcoming International Telecommunications Conference in Geneva, Switzerland, this summer. A preliminary study will be made at the preparatory meeting of the International Consultative Radio Conference (CCIR) to be held in Los Angeles in April. The official U.S. position then will be made by the U.S. State Dept.

The FCC emphasized that the contemplated space allocations are for control, telemetering, positional observation and guidance and are not for the purpose of communication between third parties.

This will come later.

Rocketeer Pressure • Proposals for action to allocate frequencies for space communications were submitted to the FCC as early as last year, when Andrew G. Haley, acting for the American Rocket Society, recommended a series of frequencies for space communications.

Mr. Haley, president of the International Astronautical Society, began urging international consideration of this problem as far back as 1956.

The Commission in its announcement last week stated that recommendations for space communications allocations also have come from "cognizant" government agencies. This means, it is understood, the National Aeronautical & Space Agency and the Dept. of Defense.

It was emphasized that the proposed Space Service and Space-Earth Service would not involve "conventional" aircraft, balloons, missiles or rockets "which are limited to flight between points on the earth's surface."

Strictly Space • The services are for "natural or artificial objects such as the moon, planets, satellites and space vehicles, maintaining sustained motion beyond the major portion of the earth's atmosphere."

The notice of inquiry listed eight bands, all of them in the purely government allocations except one, 100-150. This last includes fm, amateur and aviation frequencies as well as a government allocation, but it was emphasized that only the government portion of this band was involved.

The 100-150 mc band runs as follows:

100-108 mc, fm; 108-118 mc, aeronautical radionavigation (omni-directional radio range); 118-132 mc, aeronautical mobile (airdrome control); 132-144 mc, government; 144-148 mc, amateur; 148-150 mc, government.

Other frequency bands listed were:

25.6-25.65 mc, 1700-1725 mc, 1825-1850 mc, 2275-2300 mc, 8300-8400 mc, 15,150-15,250 mc, 31,500-31,800 mc.

Continuing Preoccupation • The whole question of space communications has become an official part of the agenda of the CCIR. The subject of space transmissions was discussed at the CCIR meeting in Geneva in August last year, and placed on the agenda for further study.

These are the subjects:

(1) Frequencies suitable for penetration of the lower layers of the earth's atmosphere and the influences on these frequencies of meteorological conditions dependent on time, season and geographical location. Also included in this question are what changes in propagation (e.g., direction) can be expected by penetration of the troposphere, and what propagational differences may be encountered between in-coming and out-going signals relative to the earth.

(2) The optimum frequencies for intercommunication between any two points in space, and what measures can be taken to protect from interference signals to and from earth satellites in space, particularly in the high frequency and lower portion of the vhf bands.

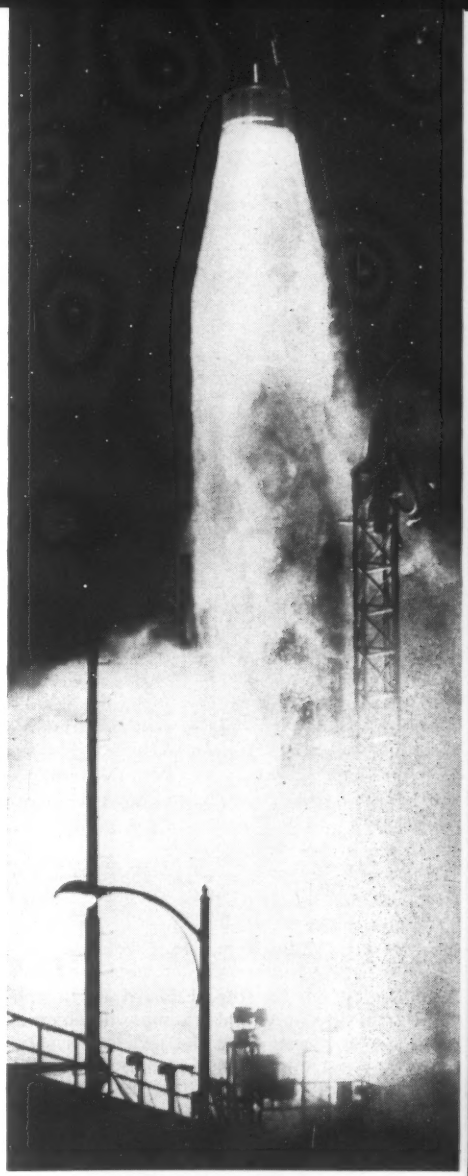
The necessity for worldwide allocations for space communications was pointed up by the Soviet Union's most recent satellite, Mechta (BROADCASTING, Jan. 5). Officially, Moscow announced that this space probe was broadcasting on 19.993, 19.995, 19.997 mc and 183.6 mc.

American sources reported having picked up this satellite's signals on 70.2 mc and on 212 mc.

Hitting Home • Three of these frequencies are smack dab in the U.S. commercial television bands: 70.2 mc is ch. 4; 183.6 mc is ch. 8, and 212 mc is ch. 13.

Officially there was no word from the Russian Embassy in Washington on this usage of U.S. tv frequencies. Unofficially, it was explained that the signals from the Mechta satellite were so weak that they could not cause significant interference during its limited time over the United States.

The frequency 108 mc was chosen internationally for satellites put into space during the International Geophysical Year. However, Russia's first Sputnik broadcast on 20 mc and 40 mc. The American Atlas used 132.435 mc and 132.905 mc for its communications to earth, and 107.94 mc and 107.97 mc for tracking (BROADCASTING, Dec. 22, 1958). The 132 mc band is government, but the 107 mc band is the top of the fm allocation (which runs 88-108 mc).



Off the pad: U.S. Atlas heads toward orbit

Oversight in limbo during preliminaries

Radio-tv-FCC investigations by the defunct Legislative Oversight Subcommittee are not likely to pickup again in the early stages of the 86th Congress, according to indications given last week by Chairman Oren Harris (D-Ark.).

Rep. Harris, also head of the parent House Commerce Committee, last Wednesday (Jan. 7) introduced a resolution calling for continuance of the Commerce Committee, a necessary procedural step for every new Congress.

The subcommittee went out of existence Jan. 3 after recommending that its investigations be continued without specifically asking its own continuance (BROADCASTING, Jan. 5).

Approximately a half-dozen members of the subcommittee's staff still were working full-time last week in their George Washington Inn offices. They had not been told whether or not they still were on the congressional payroll. Chief Counsel Robert Lishman has returned to his downtown Washington position with a private law firm.

Also last Wednesday, several media bills before the 85th Congress were reintroduced on the first day of the 86th Congress. Among them:

HR 31 by Rep. Hale Boggs (D-La.) would amend the Federal Corrupt Practices Act of 1952.

HR 32 by Rep. Boggs would appropriate $1 million to each state for ETV.

HR 51 by Rep. Edward P. Boland (D-Mass.) would exempt all-channel (uhf) tv sets from the 10% excise tax.

HR 68 by Rep. Emanuel Celler (D-N.Y.) and HR 166 by Rep. Thomas J. Lane (D-Mass.) to prohibit pay tv.

This is not a complete list because only about 250 of the 2,000 House bills introduced Wednesday had been processed and assigned numbers Thursday.

Oppose Miami request

The Justice Dept. and the FCC's own general counsel last week entered strong protests to a request by an original ch. 10 Miami applicant that the Commission, when it holds oral argument on Judge Horace Stern's initial decision, also make a final decision on the grant.

Both protestants maintained the FCC does not have the authority to take the step requested by North Dade Video Inc. (BROADCASTING, Dec. 29, 1958) since the court of appeals, in returning the case, spelled out precise issues to be considered. Both also pointed out that the court kept control of the case for itself.

Justice and the Commission counsel maintained that the North Dade proposal, rather than shortening FCC proceedings, actually would greatly prolong and complicate a final decision. The Justice brief, signed by antitrust attorney Robert A. Bicks, stated the department would file exceptions to the initial decision contending that disqualification of North Dade and two of the three other applicants is required because of ex parte contacts.

The Department also would disqualify winning applicant Public Service Tv Inc. (owned by National Airlines) and WKAT Inc., leaving only L. B. Wilson Inc. (WCKY Cincinnati) eligible for ch. 10. Justice maintained the record then should be reopened to applications.

Boston re-hearing tentatively March 2

A tentative date of March 2 to begin evidentiary hearings in the court-remanded Boston ch. 5 case was reached by attorneys for the FCC and the parties competing for ch. 5 at a prehearing conference last week. Another prehearing conference was set for Jan. 26 at which time FCC attorneys expect to have completed gathering evidence and selection of witnesses.

The FCC noted its case on ch. 5 will be longer in preparation than that on Miami ch. 10 because the Boston case was not so fully developed by the House Legislative Oversight Subcommittee hearings as the Miami case.

Attorneys agreed that various preparatory activities after Jan. 26 will take about three weeks, which will give the hearing examiner, Judge Horace Stern, time to take a three-week Caribbean cruise with his wife and daughter. Judge Stern had told the attorneys he was willing to forego the cruise if hearings on ch. 5 could be begun at an earlier date. The FCC estimated the hearings would run about a month.

It was agreed to hold the hearings in Washington with the possibility of a few days hearings in Boston. The FCC said it has no access to the Oversight Subcommittee files and that any party which desires such access "may want to subpoena" them, since the FCC does not feel they will be otherwise available.

Senate still life

Television cameras made their maiden appearance in the Senate chamber last Tuesday (Jan. 6) but found nobody home. Guards at the doors made sure the chamber stayed empty and that cameramen kept their sights down. The occasion was to show American tv viewers the results of their voting last November: a preponderance of empty Democratic seats (64) and a little more than half that many Republican seats (34), rearranged from the more equal sides of the aisle last year. Tv cameramen were admitted in the House as usual—only, however, for swearing in of members Wednesday and the President's State of the Union address to the joint Senate-House session Friday.

FCC to consider new proposal by daytimers

The FCC is going to receive comments to determine if it should issue rulemaking on the most recent proposal by the Daytime Broadcasters Assn. Last week comments were invited by April 8 on whether daytime am stations should be authorized to operate from 6 a.m. or local sunrise (whichever is earlier) to 6 p.m. or local sunset (whichever is later).

The Commission cited the problems of international agreements and potential interference to clear channel stations and asked for views and data on these matters.

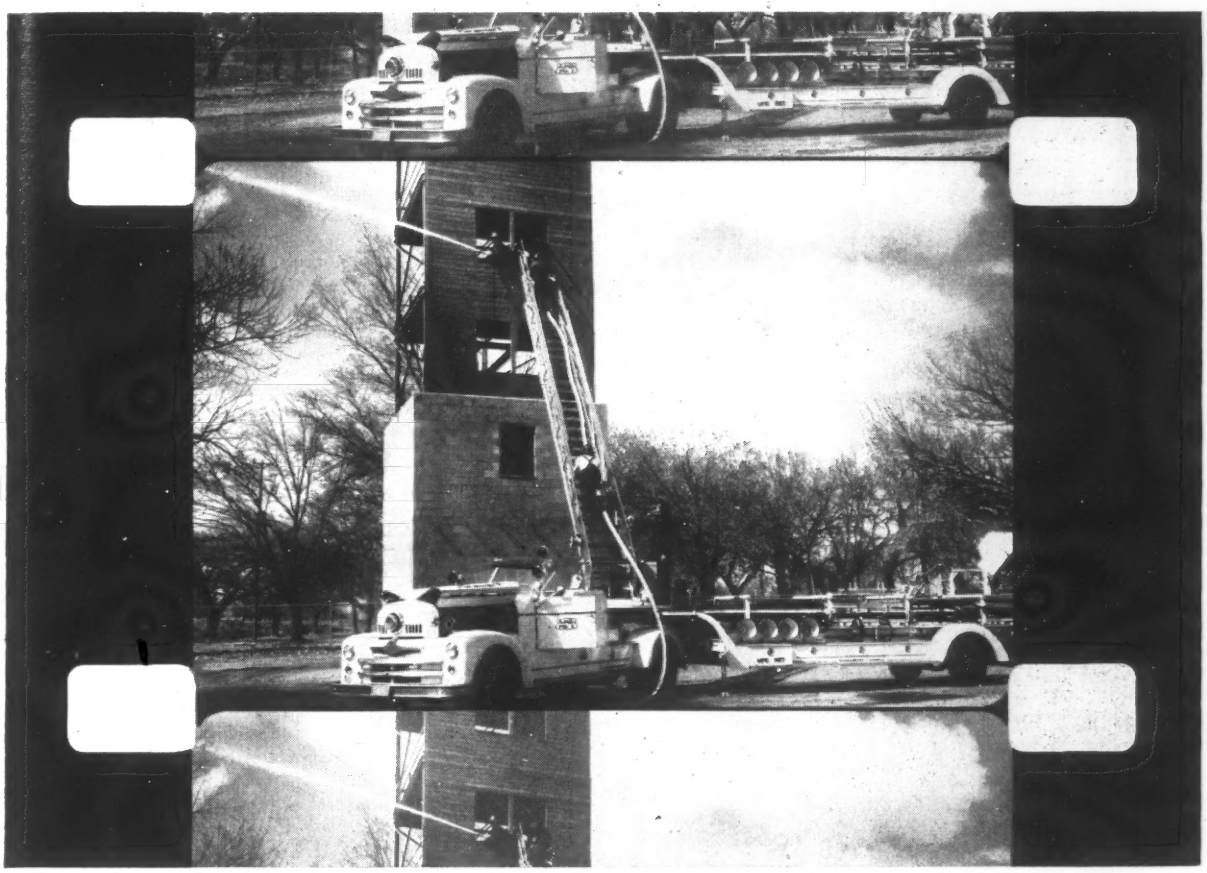
Comr. Robert T. Bartley concurred in the notice of inquiry and Comr. Robert E. Lee dissented. Both Mr. Bartley and Mr. Lee said they felt the Commission had enough information to proceed with rulemaking, rather than the interim inquiry proceeding.

The FCC last week by separate order also denied DBA's petition of last Oct. 20 asking reconsideration of FCC's denial of DBA's earlier proposal to permit daytimer operation from 5 a.m. or local sunrise (whichever is earlier) to 7 p.m. or local sunset (whichever is later). At the same time the FCC dismissed the DBA 6 a.m.-6 p.m. "alternative" plan. Comr. Lee concurred in these separate actions.

The Commission said it wasn't given sufficient "necessary facts" to decide on DBA's alternative request and that its inquiry may "possibly" warrant rulemaking looking toward "some form of extended hours of operation by qualifying daytime am stations."

Mack trial reslotted

The trial of former FCC Comr. Richard A. Mack and his friend, Thurman A. Whiteside was rescheduled last week to Feb. 15. Both were indicted by a federal grand jury for conspiracy to defraud the U.S., involving the granting of ch. 10 Miami to National Airlines. Attorneys for Messrs. Mack and Whiteside have asked that the trial be held in Miami. The Justice Dept. has opposed this. Argument on these motions may be held in U.S. District Court in Washington next week.



Single frame from a KOB-TV newsreel on Du Pont 930 Film shows Albuquerque fire department training drill.

"For good news-shots any time plus the best TV reproduction,

we use only Du Pont film"

states Bill Tucker, Photo-News Director and Chief Photographer, KOB-TV, Albuquerque, New Mexico

"Providing film coverage of news events as they happen means that on a given day we must be prepared to shoot assignments ranging from a parade to a midnight airplane crash," says Mr. Tucker. "In spite of these varied conditions, our exclusive use of Du Pont Type 930A and 931A Motion Picture Film assures us of consistent, sharp results."

Mr. Tucker tells us that he's found in seven years of TV filming that Du Pont film stands up under rapid development. In filming local news, KOB-TV has often shown newsreels on the air only twenty minutes after shooting. He adds: "Even more important is our need for a restrictive gray scale and sharp, blue-black images which reproduce better on TV. In this respect, Du Pont gives us just what we want."

There's a Du Pont film for your need! For more information, write to Du Pont, 2432-A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.

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ASCAP REVEALS 'REASONABLE' RATE

But station men charge the society's tactics are designed to 'pressure' them into accepting contract extensions, ask Justice Dept. for help

Justice Dept. support was solicited last week in behalf of radio station operators in their battle for "reasonable" rates for the use of ASCAP music.

This move came to light as ASCAP's version of "reasonable" rates was revealed for the first time: rates more than double those paid under the old licenses in the case of top stations, and higher than the old in all cases.

ASCAP spelled out its definition of "reasonable" in letters replying to stations that requested, in accordance with the ASCAP consent decree, new licenses to replace those that expired Dec. 31, 1958. But the society said it was willing to extend the old contracts for one year without change.

Pressure Seen • This listing of higher "reasonable" rates while offering renewals was construed in broadcast circles as a tactic calculated to pressure, if not to frighten, broadcasters into signing the one-year extensions. So was another ASCAP move, also disclosed last week, which told some stations that they were delinquent in their payments to ASCAP and therefore could get no license until they settled up.

The threat to withhold licenses until fee disputes were settled was accompanied by a statement of what the offer would be when these station's accounts were put in order. Informed sources said this procedure in particular had been called to the attention of the Justice Dept. on the ground that it violates provisions of the consent decree. Justice attorneys were understood to be looking into the questions raised by broadcasters.

Stations which received such letters and called on their All-Industry Radio Music License Committee for advice were told that Emanuel Dannett, committee counsel, "is of the opinion that stations have a right to the benefits of the consent decree [provisions requiring ASCAP to offer licenses upon application] even though there may be a dispute as to the amounts, if any, owing ASCAP, and that these letters are contrary to the provisions of the consent decree."

Procedures Set • The decree stipulates that stations may apply for a license and, having done so, may continue to use ASCAP music while "reasonable" rates are determined. If station and ASCAP do not come to terms within 60 days, the station may ask the court to set a reasonable fee. This is the course approved by the All-Industry Committee, headed by Robert T. Mason of WMRN Marion, Ohio, since its negotiations with the society were broken off last month (BROADCASTING, Dec. 8, 1958).

Committee authorities estimated last week that 650 stations contributing to its support had applied for new licenses and would go along with the proposed court procedure, although they conceded that "a few" probably would sign one-year extensions.

Committee's Dannett: consent decree applies

The radio networks and their owned stations already have signed one-year renewals in separate negotiations, and ASCAP has said that about 50% of the nation's local stations—presumably including approximately 1,000 whose ASCAP contracts reportedly did not expire Dec. 31—have signed agreements extending beyond Jan. 1 (BROADCASTING, Jan. 5).

ASCAP's letter to stations applying for new licenses contended that the old rates were "imposed on the society by the radio industry in 1941." For the blanket licenses that most stations have, rates are 2.25% of net time sales for commercial licenses, plus annual sustaining charges of 12 times the highest half-hour rate if the station grosses more than $150,000, 12 times the highest quarter-hour rate if the gross is $50,000 to $150,000, or $12 if the gross is under $50,000.

To replace these rates, ASCAP said the following would be "reasonable" for blanket licenses (and All-Industry negotiators said this was the first time ASCAP had given any inkling of the specific rates it wanted):

"1. For stations whose annual gross receipts for the sale of broadcasting facilities are $50,000 or less—a commercial fee of 3% and a monthly sustaining fee equal to the highest one-minute card rate;

"2. For stations whose annual gross receipts for the sale of broadcasting facilities exceed $50,000 but do not exceed $150,000—a commercial fee of 4% and a monthly sustaining fee equal to twice the highest one-minute card rate;

"3. For stations whose annual gross receipts for the sale of broadcasting facilities exceed $150,000—a commercial fee of 5% and a monthly sustaining fee of three times the highest one-minute card rate."

Per-Program Fees • For per-program licenses (now pegged at 8% for commercial, with varying rates for sustaining) the society deems "reasonable" a "commercial fee of 10% of the sum paid for the station's broadcasting facilities by sponsors of programs in which [ASCAP] compositions are performed and a sustaining fee of 4% of the station's highest card rates which would have been applicable for the use of its broadcasting facilities in connection with such programs if they had been commercial."

The letter from the music licensing organization to the requesting radio stations continued:

"Although the society regards the foregoing rates as reasonable . . . the society is willing to extend the existing agreements for one year on the current basis. This will give an opportunity to discuss the many problems that have arisen as a result of changes in the industry since 1941 in the light of conditions now prevailing."

With each letter was sent a one-page contract form which, properly signed

YOU MAY NEVER RUN A RECORD MILE*—

BUT... WKZO-TV Will Put You On The Right Track In Kalamazoo-Grand Rapids!

NCS No. 3 shows that WKZO-TV runs a far better race in Kalamazoo-Grand Rapids and Greater Western Michigan than any other station — 606,780 television homes, 34 counties in Western Michigan and Northern Indiana.

In fact, WKZO-TV gives you more homes *monthly*, *weekly* and *daily* than any other Michigan station outside of Detroit!

And remember that by adding WWTV, Cadillac, to your WKZO-TV schedule you'll get *all the rest of Michigan worth having*!

**Herb Elliott, 20-year-old Australian, set the new world's record of 3 minutes, 54.5 seconds on August 6, 1958.*

NCS No. 3 CIRCULATION
SPRING, 1958

STATION	DAYTIME		NIGHTTIME	
	DAILY	WEEKLY	DAILY	WEEKLY
WKZO-TV	265,990	390,330	386,280	472,250
Station 'B'	202,190	314,950	304,780	384,570
Station 'C'	152,910	264,330	222,400	349,890

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
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QUESTION

IN THEIR OWN TRUE INTEREST . . .

Shouldn't every group in the transportation industry pursue policies like these in 1959?

- Make no effort to soak a competing form of transportation with more taxes in the hope of securing a competitive advantage. The shipper pays such taxes on behalf of the ultimate consumer.

- Attempt to better its business and relative position in transport by striving energetically to improve its service to shippers and receivers.

- Work more closely with other forms of transport in the interest of the shipper and of the country as a whole.

AND WOULDN'T SUCH POLICIES BE GREATLY IN THE PUBLIC INTEREST?

As President of ATA, I can say with complete confidence that we will be found adhering to these policies. They are in line with our basic principles and our historical position.

J. Robert Cooper

J. Robert Cooper, President

AMERICAN TRUCKING ASSOCIATIONS, INC.

WASHINGTON 6, D. C.

would extend the old agreements to the end of this year.

Distortion Charged • One statement in the ASCAP letter was quickly challenged by the All-Industry Committee. The letter said: "As the society and the so-called All-Industry Radio Music License Committee seemed to agree, the commercial and sustaining licenses should be covered in a single agreement, rather than in two separate agreements." A prompt denial was sent by the committee to its subscriber stations last week:

"This is a complete distortion of the committee's position," the committee said. "In our conferences with ASCAP we pointed out that as a result of changes in the method of programming by most stations there is no need for a sustaining license. We therefore asked that the sustaining fee be eliminated and the commercial fee reduced. If our request had been granted there would be no further need for two licenses, one to cover commercial programs and the other to cover sustaining. But the fact is that ASCAP rejected our proposal. We never suggested that there be a single license under which both the commercial fee and the sustaining fee would be increased."

The committee is slated to meet Wednesday (Jan. 14) to review reaction to date and consider its next steps.

MBS regional news

Mutual is stepping up its regional coverage of news events through the use of two network feeds to affiliated stations each day and is mapping plans for additional feeds from its eight bureaus throughout the country.

Starting today (Jan. 12), Mutual will make use of early-morning (7:35-7:45 a.m.) and late-afternoon (4:35-4:45 p.m.) closed-circuit broadcasts for news feeds.

Robert F. Hurleigh, MBS news vice president, reported that regional news desks have been established at the network's Washington and New York news offices for processing of news to eight sections of the country. In addition, the network is in the process of setting up regional feed points from its eight bureaus.

Mr. Hurleigh said that Mutual's emphasis on news, special events and sports was influenced heavily by the conclusions of a detailed station survey published in the Nov. 26, 1956 issue of BROADCASTING. Mr. Hurleigh explained:

"It was this survey which made us realize the future of network radio lay in providing the basic programming elements a station could not get for itself. This boiled down to news feeds from places where news actually is happening," special events and topnotch sports.

He added: "Regional news is a major asset to a local station" but many may not have the resources to cover a significant development on their own. For a network, coverage is feasible."

'Gaslight' Shines • It took seven years and a trip before the U.S. Supreme Court before Barbara Stanwyck and Jack Benny could perform this scene in Mr. Benny's tv satire of the MGM motion picture "Gaslight" which was scheduled on CBS-TV last night (Jan. 11) as an episode of the regular Benny program, 7:30-8 p.m.

The tv film was made in 1952 but MGM felt it was an infringement of property rights and obtained a court order keeping it off the air. The ruling was appealed and went to the Supreme Court which by a four-to-four tie upheld MGM's contention (BROADCASTING, Mar. 24, Feb. 3, 1958).

After that, J&M Productions, the Benny production firm, bought a seven-year license from MGM to satirize the film and similar play rights from the author, Patrick Hamilton, who lives in England. Tv film also featured Bob Crosby, Eddie (Rochester) Anderson and Don Wilson in addition to Miss Stanwyck and Mr. Benny.

NT-NTA deal backed

The proposal that National Theatres acquire controlling interest in National Telefilm Assoc. was overwhelmingly approved (1,940,000 shares for to less than 17,000 against) at a special meeting of National Theatres stockholders held Thursday (Jan. 8) in Los Angeles. National Theatres operates some 300 motion picture theatres in 19 states and owns WDAF-AM-TV Kansas City. NTA, tv film distributor is licensee of WNTA-AM-TV Newark and KMSP-TV Minneapolis-St. Paul.

The vote of NT shareholders authorizes an offer to NTA stockholders to acquire their common stock on a basis of exchanging $11 principal amount of NT 5½% sinking fund subordinated debentures due March 1, 1974, plus a warrant for the purchase of one quarter share of National's common stock for each share of NTA stock exchanged. National's offer includes the exchange of warrants expiring in 1962 for outstanding NTA warrants also expiring that year. An application has been filed with the FCC for approval of the deal, needed because of NT's station holdings.

The board of National Theatres on Thursday declared a quarterly dividend of 12½ cents per share on outstanding common stock, payable Feb. 5 to stockholders of record Jan. 22.

Telemeter absorbed

International Telemeter Corp. has been merged into Paramount Pictures Corp. and will operate as a division of Paramount under the name International Telemeter Co. following Paramount's acquisition of complete ownership of the toll tv organization. Paramount previously held 90% of ITC stock. Carl Leserman, ITC board member and former executive vice president, reportedly was the largest holder of stock acquired by Paramount. Two ITC subsidiaries, Telemeter Magnetics and Palm Springs Community Television Corp., have become direct subsidiaries of Paramount. ITC operations will continue under the direction of Louis A. Novins, company president.

Warner status unclear

The status of Jack M. Warner at Warner Bros. Pictures, if any, was unclear last week. On Dec. 31 the studio announced that Mr. Warner had resigned as vice president in charge of the company's tv and commercial division and had been succeeded by his assistant, David DePatie.

Mr. Warner denied that he had resigned and told newsmen that he had reported for work Jan. 2 as usual but had been denied admittance to his office. He refused to comment on reports that he had been ousted as the result of a family feud. His father, president of the company, also maintained silence on the affair. At week's end, the younger Warner could not be reached through the studio and his department declined to comment.

TV TOLLS NATIONAL SCHOOLBELL

Importance of television as teaching medium is recognized as educators and telecasters get together on more than 300 commercial stations to produce classes

Early in the morning of Feb. 2 WTOP-TV Washington, a commercial station, will broadcast the first lesson in a Russian language course leading to college credits at George Washington U. in the nation's capital.

There's nothing unusual about this teaching project. It's one of scores of courses being taught by universities and public schools over the facilities of several hundred commercial tv stations.

Commercial stations and teachers are cooperating in a mutual effort to provide more education for more people. The common interest in the public's cultural level is increasing as broadcasters learn how to broadcast educational programs and as educators learn how to teach via television facilities.

No complete figures have ever been collected on the number of courses taught on commercial stations or the number of people who tune in regularly. A top tv educator, Ralph Steetle, executive director of Joint Council on Educational Television, observed, "Educators and commercial tv stations are increasingly developing cooperative approaches to public service through the television medium."

Stimulating the growth of tv education is the excitement of the new missile era and the increasing thirst for knowledge—a thirst that both industry and educational interests want to serve.

Actually, educational tv is in an early stage of development. Teaching techniques still are experimental but progress is becoming more rapid as teachers learn by experience and as professional educators study their methods.

1956 Tv Survey • The most complete survey of commercial telecourses was made in 1956 by Gertrude G. Broderick, radio-tv education specialist of the Office of Education. Based on questionnaire responses from about half the 400-odd commercial stations then operating she found that 198 tv stations were offering 531 educational tv program series in 144 cities.

Dr. Franklin Dunham, radio-tv chief of the Office of Education, said, "The results are indicative of the felt responsibility of standard commercial stations in carrying out a continued policy of public service to their respective communities."

Miss Broderick's figures are now nearly three years old. More than a hundred stations have taken the air in the meantime, indicating the figure of 198 stations with telecourses is now well over the 200 mark, based on the survey.

These figures cover only half the operating stations. An estimate of the total number of commercial tv stations that offer courses in cooperation with organized educational institutions and districts might pass far beyond the 300-station mark.

The federal survey was based on formal instruction programs and didn't pretend to touch programs whose content is of educational value. Telecourses are only one phase of the public service and informational programming provided by commercial stations.

While television isn't a panacea for the nation's educational ills, Dr. Dunham says, it has two important traits as a teaching medium: it is immediate, recording what is going on as it occurs; and it gives the eyes an added dimension by viewing what is going on from the vantage point of the camera, a point the average person can hardly attain unless suspended in mid-air. "These characteristics," he added, make tv an ideal laboratory assistant and, at the same time, give it a unique intimacy of presentation."

Mrs. A. Scott Bullitt, president of KING-TV Seattle and other Pacific Northwest properties, reflected the commercial position in the *Journal* of the Assn. for Education by Radio-Television. She puts it this way:

"If a commercial staff can be sensitive to the needs of a sponsor, it also has the sensitivity to interpret the needs of an educator; if it can sell toothpaste and news, it also has the imagination to sell books and ideas; and to this end, education and the commercial station can be completely compatible and the experience profitable and gratifying to each."

They'll Be Watching • Educators in the Washington, D.C. area will be watching closely the WTOP-TV and George Washington U. course on the Russian language when it starts Feb. 2. The teacher will be Vladimir Tolstoy, a descendant of Leo Tolstoy, Russian novelist. Viewers who take the course via their tv sets will receive college credits if they pass the exams, which will be given on the campus. The university's telecourse enrollment fee is $75 ($15 for non-credit study).

WTOP-TV is carrying two other telecourses for high school credits: shorthand and typing. Both are in cooperation with the District of Columbia public schools. Over 1,300 registered for the weekly shorthand telecourse, paying the $12.50 to enroll. About 200 are taking the typing telecourse.

These three courses involve only one station in one area. NBC-TV is networking educational programs—its new *Continental Classroom* and a series, now in the second year, operated in conjunction with Educational Television & Radio Center, Ann Arbor, Mich. Several regional hookups of commercial stations are cooperating with universities.

A tremendous amount of pedagogical television centers in the noncommercial-educational tv (etv) stations around the nation. Thirty-five etv outlets are devoted to teaching on a non-commercial basis, aided by funds supplied by the Ford Foundation and other grants.

Around 1,000 hours a week of classroom and instruction is supplied by these stations. Etv has been operating through the FCC's 1952 allocation of 12% of the tv band (250-odd channels). The 35 operating etv stations will be joined this year by another dozen that are well along in construction, according to Mr. Steetle.

Combined, the commercial and etv stations are striving to work out a problem created by two factors; the growing shortage of teachers and classrooms combined with the new appreciation of education's basic role in the modern world.

Then, too, there is the continuing desire for enlightenment among those who hold high school and college diplomas. For example, a religious course on WMAL-TV Washington numbers many holders of post-graduate degrees as well as college graduates. The course provides college credits at American U. in Washington.

Educated Rebuffs • Commercial tv stations started to show interest in the teaching potential of their facilities in the late '40s as soon as their electrons were airborne. Their early contacts with educators were sometimes rebuffed. The move for special etv channels in the tv

allocation lead to irritation in both commercial and teaching professions, fanned by extremists on both sides.

Even so, commercial broadcasters started to work out arrangements with public schools and institutions of higher learning. Progress has been steady. Unfortunately there appears to be no central agency with facilities to do a complete study of the teaching programs on commercial and etv stations. The U.S. Office of Education survey and a Michigan State U. study are helpful but incomplete.

Through this period commercial broadcasters have provided important segments of time plus facilities to teaching projects. In addition, they have donated over $6 million in tv equipment to educational stations and community projects, according to JCET. (See depth study of etv, BROADCASTING, Nov. 11, 1957, "Educational Television, 5 years and $60 Million Later.")

Continental Classroom • Perhaps the most extensive telecourse is *Continental Classroom*, NBC-TV series produced in cooperation with American Assn. of Colleges for Teacher Education, Ford Foundation and Fund for the Advancement of Education. Titled "Atomic Age Physics", it is carried on 149 stations (Mon.-Fri., 6:30-7 a.m.) and is available for college credit at 250 institutions. Designed primarily for high school science teachers, the program started last Oct. 6 and runs to June 5 (BROADCASTING, Dec. 22, 1958).

NBC-TV estimates about 270,000 viewers watch the program, with 5,000 high school teachers registered enrollees. In charge is Dr. Harvey F. White, U. of California. The spring term will include seven Nobel prize winners as guests.

NBC donates the time. Two foundations underwrite production costs and several corporations (International Business Machine Corp., Pittsburgh Plate Glass, AT&T, U. S. Steel) defray line costs. The network claims it is "the largest academic conclave the world has ever known." An offer of a syllabus for 50 cents brought responses from 27,000 unregistered viewers.

Since autumn of 1957, WCBS-TV New York has broadcast *Sunrise Semester*, produced in cooperation with New York U. Station time donated to the series involves a potential $350,000 in time sales. Production costs run around $225,000 a year.

Semester has been described as the first tv program for college credit in the New York area. In 1957-58 the telecourse had 170 accredited students who paid $75 for the course. Daily audience is variously estimated between 65,000 and 125,000. The 1958-59 format has been expanded. During the fall it was heard weekdays (6:30-7 a.m., Sat. 7-8 a.m.). Four courses are presented: classical civilization, math, government and literature.

First School Series • Commercial teaching by television actually is in its third decade. A search of files shows NBC on the air in 1935 with a science series offered in cooperation with New York U. James Rowland Angell, president emeritus of Yale and NBC educational advisor, directed the project with the aid of Dr. Dunham, a network staffer before he became radio-tv chief of the U. S. Office of Education.

The teaching technique in the sixth floor studio at Rockefeller Center was along the lines of the *Johns Hopkins*

WFIL-TV 'University' in eighth year

Eight years of educational tv have convinced the management of WFIL-TV Philadelphia and educators representing a score of colleges and universities in the area that educators can learn much from commercial tv; that commercial tv can learn much from teachers and that the public is the principal beneficiary.

WFIL-TV started its famed *University of the Air* Jan. 2, 1951. It was conceived and developed through the inspiration of Roger W. Clipp, general manager.

Ten weekly telecourses are offered (Mon.-Fri., 9-9:20 a.m., 9:20-9:45 a.m.), prime daylight hours. Courses are 17 weeks in duration, two semesters. Educators drawn from 27 colleges and universities conduct the courses. Students can ask questions by mail or phone. The list of institutions includes such names as Bryn Mawr, LaSalle, Lehigh, Pennsylvania State, Rutgers, Swarthmore, U. of Pennsylvania, Princeton Theological Seminary and Jefferson Medical.

Twice yearly, administrative heads of the colleges discuss general policy. A steering committee includes six educators and George A. Koehler, WFIL-TV station manager. From WFIL-TV the program has spread to other Triangle stations—WNBF-TV Binghamton, N. Y., in 1955; WFBG-TV Altoona, Pa., in 1956; WNHC-TV New Haven, Conn., and WLYH-TV Lebanon, Pa., in 1957.

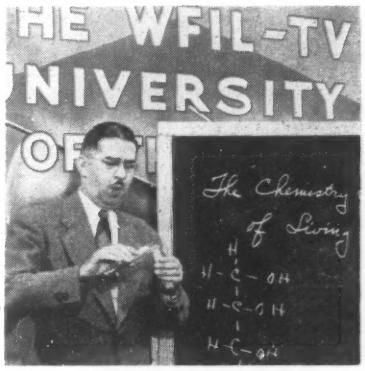
Courses do not carry college credit but the idea is being explored. Mr. Koehler said the institutions are showing increased interest in telecourses each year though they have more students, are busier than ever, have less time for out-of-classroom activities and do not need the promotional impetus of tv.

WFIL-TV has lost none of its teaching enthusiasm since WHYY-TV, non-commercial educational station, started a year ago. Participating colleges have encouraged WFIL-TV to keep its longtime series on the air. WFIL-TV also broadcasts a program with a call-letterish connotation—*Wiffil Schoolhouse*, in-school telecast for classroom produced (weekdays, 9:45-10 a.m.) in cooperation with the Philadelphia Board of Education, adding up to a full-hour across-the-board weekday educational service.

University topics include basic research, people and morals, culture of the Middle Ages, economics, education, diseases, physics, chemistry, practical English and health, to name a few.

"WFIL-TV has proved itself to be one of the great pioneers in educational television," said Rev. Matthew Sullivan, S.J., dean of St. Joseph's College. "A wonderful opportunity for participating institutions and in the highest tradition of broadcasting responsibility," added E. Sculley Bradley, vice provost of U. of Pennsylvania.

John B. Roberts, radio-tv division director of Temple U., said, "The magnificent thing about the longtime WFIL-TV effort is that the station devotes one solid hour each day to purely educational programs." And Dr. Millard E. Gladfelter, Temple provost, observed, "WFIL-TV doesn't merely offer its facilities to the institutions—it seeks them out, lets them decide on the kind and type of courses, and then provides the facilities." Dr. Allen T. Bonnell, vice president of Drexel Institute of Technology, found gratification in the fact that "educators have learned as well as taught."



Dr. Russell C. Erb, of Pa. Military College

Wealth of etv beamed via WPIX New York

Commercial television is an educational bargain in New York City.

The State Education Dept. pays $225,000 for WPIX (TV) facilities but gets free time that has a potential $2.2 million rate-card value.

Having once considered the idea of a state uhf network and later purchase of a commercial vhf station, the state appropriated $600,000 for development of tv education on a commercial outlet with $350,000 set aside for a 12-county operation.

Last Sept. 22 WPIX started supplying educational programs seven hours daily (9:50 a.m.-5 p.m.), a total of 35 hours a week. Educators ordered 1,600 hours at a cost of $225,000 for facilities only.

Directing the service is the New York State Regents Project, supervised by its executive director, James R. McAndrew, veteran tv educator. Something is provided for nearly everyone, including teachers. The project has a split personality—17½ hours weekly for classroom viewing, 17½ hours primarily beamed toward home viewers, with some overlap.

About 2 million school children, 60% of the state's total, are within 100-mile range of the WPIX telecourses. The material is designed to supplement classroom work.

A sample day of programming includes:

9:50 a.m., **Hablemos Espanol** (learning to speak Spanish), grades 1-6; 10:10 a.m., mathematics, grade 9, equation and problem solving; 10:50 a.m., news bulletins; 11 a.m., science, kindergarten through grade 2 (wheels at work, how to make a spring, how to hold a toy parade); 11:20 a.m., English (grade 12) (**Macbeth**, Act III); 11:50 a.m., news bulletins; noon, **Explorations** (a series), film, **Islands of the Frozen Sea**, about the Queen Elizabeth Islands in the North Arctic; 12:30 p.m., **French Through Tv** (via Metropolitan Educational Television Assn.); 1 p.m., **Fun at One** (pre-school education); 1:30 p.m., music, grades 5-6, learning play of simple woodwind instruments; 1:50 p.m., news bulletins; 2 p.m., physics, grades 11-12, alternating currents; 2:30 p.m., **Almanac**; 3 p.m., lecture on Latin America by a professor; 4 p.m., Mathematics for teachers, and 4:30 p.m., **Spotlight on Youth**.

It's a little soon to offer an array of success stories, but there are many indications the series is effective. First, the educator-sponsors are talking along tv summer-school lines. Next, the idea of "total tv teaching" or tv-only instruction is getting attention.

Shortly after the project was started, a survey showed 2,164 schools outside New York City and 250 inside the city reported they were using programs. That was three months ago when the program was young. American Research Bureau figures showed an average of 175,000 sets tuned to WPIX during educational hours.

Barbara Yanowski, WPIX, shows rabbit's growth

Educators like to look at the telecourses another way. They emphasize the cost to the state is a pittance in comparison with the money needed for school facilities. After all, it takes about $4 million to build an average high school in the area, $1.5 million to build an elementary school. Moreover, overcrowded schools and a teacher shortage are acute around New York, perhaps worse than many cities and towns around the nation. There's talk of boosting telecourse time to 40 hours a week.

In metropolitan New York 80 teachers signed for *New Approach to Mathematics*, an in-service training course for teachers. Those completing the course will qualify for a pay boost. WTEN (TV) in the Albany-Troy-Schenectady area is repeating the math program, with 60 teachers signed.

All but five of the 35 WPIX programs are programmed live from the station's 42nd St. studios in Manhattan. A score are kinescoped for use elsewhere on commercial outlets and closed-circuit instruction facilities.

Freeloading prevails in parts of New Jersey and Connecticut where schools ask for program log information. About $225,000 of the original $350,000 budget was earmarked for WPIX, with $80,000 or more sublet and the rest allotted for miscellaneous purposes. Subcontracts cover nine separate school systems. WPIX promotes the programming at its own expense.

Science Review, broadcast on the old DuMont network early this decade. The potential circulation in the New York area in 1935 was estimated at about 50 sets.

NBC followed on Easter Sunday, 1936, with a religious broadcast, including an appearance of then Monsignor Sheen in a tv version of NBC's *Catholic Hour* radio program.

When tv was revived toward the end of World War II, WOW-TV Omaha, Neb., then an experimental station, telecast a science series conducted by Rev. Roswell C. Williams, S.J., of Creighton U.

Often hailed as the first regular telecourse carried on a commercial station is the *U. of Michigan Hour*. The program was developed by Harry Bannister, now of NBC and then WWJ-TV manager; Willard Walbridge, his assistant (now of KTRK-TV Houston; see OUR RESPECTS page 109), and Garnet Garrison, radio-tv director of the university.

Programs were live, starting with the opener in November 1950, university professors going to Detroit for the broadcasts. Soon as many as 900 viewers were paying $1 for each semi-semester (seven-week) course.

Other universities were doing pioneering work. WEWS (TV) Cleveland, one of the more active commercial educators, took the air with programs produced in conjunction with Western Reserve U. U. of Louisville and many others were interested. WFIL-TV Philadelphia began *University of the Air* Jan. 2, 1951 (see page 77).

The Ann Arbor center is supplying telecourse series to a score of commercial stations plus the 35 operating etv outlets. Its resources include over 3,000 separate programs, part of nearly 300 series. Twice weekly for two years NBC-TV has been transmitting center programs (Tues., 10:30 p.m., Wed., 6 p.m.) over its national network to etv outlets as well as to commercial

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Offices and representatives in principal cities throughout the world

VIDEOTAPE™ AMPEX CORPORATION *professional products division*

*TM AMPEX CORP.

Chicago teachers who appear on WGN-TV's series were introduced on first program

A television course designed to teach school teachers is broadcast by WGN-TV Chicago in cooperation with the Chicago Public School System (Mon.-Fri., 8:15-8:45 a.m.).

Begun last Sept. 22, the series is an in-service training program in reading and language arts for teachers in the kindergarten-8th grade range. Final exams for credit are scheduled Jan. 27 for over 1,000 teacher-students. Nearly 7,000 teachers have been taking the course, many using it as a refresher course or for special training. A new math series starts Feb. 9.

Chicago Teachers College will grant credits. Fees are $30 a semester for non-Illinois students. Videotape repeats are available for those unable to catch the morning programs.

Dr. Benjamin C. Willis, superintendent of Chicago Public Schools, described the telecourse as "a dramatic and historic contribution to good-reading programs in the greater Chicago area." He praised WGN-TV and other participants for their "outstanding cooperation."

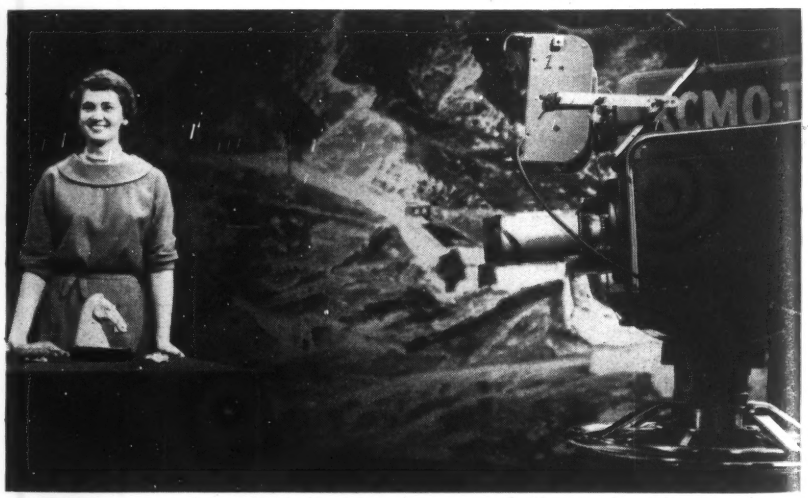
Ward L. Quaal, station vice president and general manager, said the station recognizes the telecourse "as an opportunity to make a practical and pertinent contribution through our facilities to the nation's pressing educational problem."

stations in cities that don't have etv stations. Over 200 programs have been transmitted in this period. John F. White, former head of WQED (TV) Pittsburgh, assumed the center's presidency last autumn. The programming is emphasizing special programs such as UN debates and Boston Symphony concerts. In February it will start a cancer research series on the NBC-TV Tuesday period.

According to Mr. Garrison, the U. of Michigan's current telecourses on a score of stations are reaching 2 million viewers a week across the nation. Some of its programs are used by ERTC, serving both etv and commercial stations in areas without etv stations.

In 1951 two other stations joined WWJ-TV and a Michigan network was operating. WJIM-TV Lansing and WKZO-TV Kalamazoo were joined by others and currently nearly all Michigan commercial stations are networking the university hour as well as 10 stations between Seattle and Boston. The programs have been done on kinescope since the university set up its own stations in 1954.

Television teaching is nationwide. It



KCMO-TV uses an electronic blackboard, rear-screen projection, to dramatize tv course

Big story.

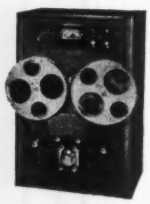
WMT-TV, represented nationally by The Katz Agency, covers over half of the tv families in Iowa, dominates Cedar Rapids, Waterloo and Dubuque, three of Iowa's six largest cities.

KTRK-TV, channel 13

the new AUTOMATIC

MODEL S-7

MAGNETIC FILM RECORDING/DUBBING SYSTEM



A completely transistorized, automatic operating magnetic film and optical sound system for professional heavy-duty use. Supreme quality at low cost. Write for particulars.

STANCIL-HOFFMAN

921 N. Highland Ave., Hollywood 38, Calif.
Export: Frazar & Hansen Ltd.

ranges from metropolitan areas to smaller cities. Each month new programs are started, sometimes at the suggestion of commercial stations and sometimes by educational sources.

All four commercial stations in Washington, D. C., have been active in their educational programming. WTOP-TV will have three courses on the air when its Russian series starts Feb. 2. WMAL-TV has a telecourse that is attracting wide attention. Titled *The Life and Teaching of Jesus*, it is offered by American U. as a college-credit course.

Over 1,900 viewers are enrolled in the course (Sat., 12:30-1:30 p.m.), 200 of them paying $20 enrollment to the university on a college-credit basis. If they pass the Jan. 24 and May 23 final exams, taken on the campus, they will receive formal credits. The other 1,700 taking the course paid $2 for a syllabus. A field trip to Washington National Cathedral attracted 750 persons.

Over 40% of the enrolled students have college degrees; many have masters degrees. The program's rating has topped Washington stations at the hour, according to American Research Bureau, with the exception of a half-hour that overlapped an NBC-TV football game in December. A recent program was piped to New York for review by sponsors and foundations.

WTTG (TV) Washington is telecasting *Time for Science* (Mon.-Fri. 11:30-12 noon) in cooperation with the Greater Washington Educational Television Assn. It is viewed regularly in schools by 44,000 students around the sixth-grade level, reaching 17 school systems. WTTG supplies the time and facilities free. Funds for the teacher and production come from the Eugene & Agnes E. Meyer Foundation. The American Institute for Research is evaluating the series. A half-dozen county systems and the schools of the Washington and Richmond (Va.) Archdioeceses are using the telecourse.

WRC-TV carried *The Other Two Billion*, a series in cooperation with George Washington U. At present it broadcasts NBC's *Continental Classroom* and has carried some of the programs from the Ann Arbor center.

KCMO-TV Kansas City entered the telecourse scene in 1954 with a program titled *Doors of Knowledge*, a science series produced in conjunction with Rockhurst College. The next year it created a legal series, *You and the Law*, with U. of Kansas offering full college credit. Two years ago KCMO-TV's *Discovery* series induced the Kansas City Board of Education to buy tv sets for every school. KMBC-TV and WDAF-TV share in the Kansas City educational programming.

WBTV (TV) Charlotte, N.C., Jan.

GATES

RDC-200 REMOTE CONTROL SYSTEM

FOR UNATTENDED OPERATION

What's new?—Designed to handle the complicated directional, multiple transmitters or superb facilities for the single transmitter installation—supplies 19 wired meter circuits and 20 additional unwired circuits if ever needed—38 switching circuits with potential expansion to 78—operates on loop resistance up to 5000 ohms*—circuit dialed is indicated by large illuminated number on front panel of both studio and transmitter units, rather than a multitude of position lights—pulse, reset and switching functions may be operated from transmitter unit for local operation during tests—straight wire return, no simplex, phantom or ground returns. Page 91 in the big Gates catalog tells the complete story. If you do not have a catalog, let us send you one today.

This is **the new** in equipment for unattended operation. In broadcasting you can always expect **the new** from Gates . . . leader in creative engineering.

*Equal to 52 miles telephone cable.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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☐ 52 weekly issues of BROADCASTING $ 7.00

☐ 52 weekly issues and Yearbook Number 11.00

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company name

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Please send to home address — —

* Occupation Required

5 started a series of 100 tv literacy programs designed to teach adults how to read and write. A score of Carolina counties are participating along with 15 newspapers. WKNO (TV) Memphis, an etv outlet, originally produced the series. Students pay $3.50 to cover cost of books, and kits are supplied teachers. WBTV is providing air time and carrying production costs. Jefferson Standard Foundation made a contribution of $1,500.

Mohawk-Hudson Council on Educational Television has been operating several years in upstate New York, originally carrying programs on WGRB (TV) Schenectady. Its *Our Inquiring Youth* series on WTEN (TV) in the Albany-Troy-Schenectady area will be supplemented by a dental health program.

In western Georgia a series carried by WRBL-TV Columbus originated with the Muscogee County School District. The school system sent two teachers to U. of Georgia for summer training. The program is popular. Educators and station are delighted. The telecasts are attracting good audiences, meeting the needs of schools. The PTA groups are buying tv sets for schools not properly equipped.

New York and Philadelphia are offering educational programs that have attracted wide attention (see separate stories). Educators are happy that millions are receiving instruction in a modern way, though some still figure this new-fangled, mercenary medium is only interested in peddling pills, detergents and beer via cow-punching and six-shooters. This opposition is being broken down as the results of commercial telecourses are analyzed and reviewed by professional educators.

An important weapon in the fight for survival has developed in the atomic age. Its influence is spreading and will continue to spread through the combined skills of teachers and broadcasters from Atlantic to Pacific.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

On NBC-TV:

Jan. 12-16, 19-21 (2-2:30 p.m.) **Truth or Consequences,** participating sponsors.

Jan. 12-16, 19-21 (2:30-3 p.m.) **Haggis Baggis,** participating sponsors.

Jan. 12 (8:30-9:30 p.m.) **Bell Telephone Hour,** Bell Telephone through N. W. Ayer.

Jan. 12, 19 (10-10:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell.

Jan. 13 (8-9 p.m.) **George Gobel Show,** RCA Whirlpool through Kenyon & Eckhardt.

Jan. 14, 21 (8:30-9 p.m.) **Price Is Right,** Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

Jan. 14, 21 (9-9:30 p.m.) **Milton Berle,** Kraft Foods through J. Walter Thompson.

Jan. 15 (9:30-10 p.m.) **Ford Show,** Ford Motors through J. Walter Thompson.

Jan. 15 (10:30-11 p.m.) **Masquerade Party,** P. Lorillard through Lennen & Newell.

Jan. 16 (7:30-8 p.m.) **Northwest Passage,** sustaining.

Jan. 16 (8-9 p.m.) **Ellery Queen,** RCA through Kenyon & Eckhardt.

Jan. 17 (8-9 p.m.) **Perry Como Show,** participating sponsors.

Jan. 18 (7:30-8 p.m.) **Music Shop With Buddy Bregman,** sustaining.

Jan. 18 (8-9 p.m.) **Steve Allen Show,** Timex through Peck, Greyhound through Grey, Polaroid through Doyle Dane Bernbach and du Pont through BBDO.

Jan. 18 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell Ewald.

Jan. 20 (8-9 p.m.) **Eddie Fisher Show,** Liggett & Myers through McCann-Erickson.

Read made MGA head

Cecil Read has been elected chairman of the board of Musicians Guild of America by the MGA board.

The union board also elected Justin Gordon vice chairman, Ted Nash recording secretary and Larry Sullivan treasurer. Mr. Read also was appointed to the MGA presidency, a full-time administrative position.

A former vice president of the Hollywood local of the American Federation of Musicians, Mr. Read was expelled from AFM for leading a court fight to overthrow the union's trust fund policies. Last March he was one of the organizers of MGA (BROADCASTING, Mar. 31, 1958) and has been acting chairman since then.

Program notes

• Five-year, $3,235,000 contract has been signed by orchestra leader Sammy Kaye and programming officials of ABC-TV. Mr. Kaye, currently starring in now-sustaining *Music From Manhattan,* weekly 30-minute show sponsored through Dec. 21 by Manhattan Shirt Co., will be exclusive ABC-TV talent subject to 26-week renewal clauses. Series may again be sponsored by Manhattan this spring; Doner & Peck Adv., New York, is understood to be negotiating renewal after a winter hiatus.

• A new celebrity film series will be aired by NBC-TV next fall. A co-production deal by NBC-TV with Louis F. Edelman Productions Inc., and Barwyck Corp., calling for *The Barbara Stanwyck Theatre.* Miss Stanwyck will make her first regular appearance on tv in the anthology series which goes before the cameras this April. Mr. Edelman is executive producer of *The Californians* (NBC-TV), *Wyatt Earp* (ABC-TV) and *Danny Thomas Show* (CBS-TV).

• Walden Productions has secured exclusive tv rights to the James Thurber properties and will produce a half-hour tv film series, *The Secret Life of James Thurber,* with Arthur O'Connell as male lead, Jules C. Goldstone, Walden president, announced. The series will be financed, distributed and presented by Screen Gems. The idea was developed by Melville Shavelson, who is writing the initial program and will serve as story consultant for the full series. James Sheldon, who directed the first 13 *Mr. Peeper* tv films, will direct the opening installment of the Thurber series, which goes into production today (Jan. 12) at Columbia studios in Hollywood.

• Columbia Records Div., CBS Inc., reports that 1958 gross sales were 12% higher than in 1957, marking largest sales year in company's history. Long-playing records account for 68% of Columbia's total sales.

• Quartet Films Inc. has moved to new quarters at 5631 Hollywood Blvd., Hollywood 28. Telephone: Hollywood 4-9225.

• Animation Inc., Hollywood creators of animated tv commercials and feature film specialties, has moved into its own $100,000 facility at 736 N. Seward St.

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Great Falls, Montana
5,000 watts at 560

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In The 15 Counties That Is Prosperous Montana

*PULSE—Feb. 1958

HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

FATES & FORTUNES

Advertisers

• JAMES D. NORTH, marketing manager, Jell-O Div., General Foods Corp., and GEORGE E. WHITE, manager of operations, GF's Maxwell House Div., to newly-created posts of assistant general managers, Birds Eye Div., White Plains, N.Y. BART P. PANETTIERE, previously marketing research manager, Jell-O division, appointed director of GF research services department.

• MORT YANOW, formerly radio-tv director of Feigenbaum & Wermen Adv., Phila., to Bayuk Cigars Inc., that city, as director of radio-tv.

• ROBERT L. KOB, sales manager, B. T. Babbitt Inc., elected v.p.

• JEROME S. WEISS, officer of Cory Corp., Chicago, elected to board of directors.

• JOHN J. LOUIS, formerly senior v.p. of Needham, Louis & Brorby, Chicago, and group station owner, retained by Pure Oil Co. as advertising counsel to merchandising committee and general marketing management of Chicago-based regional advertiser.

• ARTHUR W. LUNDELL, advertising manager, ReaLemon-Puritan Co. (juice concentrates), Chicago, promoted to v.p. in charge of advertising and marketing.

• JACK J. LEENER, account executive at Stromberger, LaVene, McKenzie, Los Angeles, has been appointed advertising manager of Tidewater Oil Co., S.F. He succeeds FRED WELLMERLING who has joined San Francisco staff of Young & Rubicam.

• HARRY J. WATSON, assistant to director of sales, National Biscuit Co.'s special products division, promoted to promotion manager.

• HERBERT J. GOLDSTEIN, formerly sales promotion and advertising manager, Columbia phonographs division, Columbia Records, to S. Augstein & Co., N.Y., as advertising manager.

• LESTER P. HELM and MAX GREEN promoted to western area and eastern area sales managers, respectively, of Dr. Pepper Co., Dallas. BILL KENYON continues as western division manager. Other appointments: MAX MCNEIL, southwestern division; WOODY REEVES, midwestern division; JOE CAPP, southern division; STAN CURTIS, east central division, and HAL STOCKSTILL, north central division.

• FRANK HEFTER, formerly of Communications Counselors Inc., N.Y., to Hilton Hotels Corp. as assistant director of public relations.

• JOHN H. ALLEN, formerly active in tv functions of Illinois Agricultural Assn., appointed director of radio-television for IAA.

• GILBERT J. STANLEY, formerly with Celanese Corp., N.Y., to First National City Bank of N.Y., public relations department working on television advertising.

Agencies

• JOHN PEACE, with Wm. Esty Co., N.Y., for 18 years, v.p. since 1953 and chairman of operations committee since 1957, elected first v.p.

• WILLIAM F. MAUGHAN, v.p.-treasurer, Dancer-Fitzgerald-Sample, N.Y., named business manager of agency, under executive realignment announced earlier this month (BROADCASTING, Jan. 5).

• WALTER P. GLENN, v.p., Young & Rubicam, N.Y., appointed director of art department, succeeding FRED S. SERGENIAN, who retires Jan. 16. JACK ANTHONY, v.p. and executive art supervisor, named associate director of department. CARL S. HARRIS, art supervisor, succeeds Mr. Anthony as executive art supervisor.

Mr. Curtis

• HORACE E. CURTIS, formerly v.p. and management supervisor, Benton & Bowles, N.Y., to Sullivan, Stauffer, Colwell & Bayles, N.Y., as v.p. on American Tobacco Co. account.

• DANIEL J. DUFFIN, public relations director in Philadelphia for Erwin Wasey, Ruthrauff & Ryan, named v.p. in charge of client public relations for EWR&R's eastern division in New York.

• HAL DICKENS, formerly sales manager of radio features for Walter Schwimmer Co., Chicago, to Edward H. Weiss & Co., that city, as v.p. in charge of merchandising. SAM SILBERMAN, formerly market research supervisor for Toni Co., Chicago, division of Gillette Co., appointed v.p. and director of marketing for Weiss.

• WILLIAM L. LAVICKA, 45, v.p. and account executive at Donahue & Co., Chicago, died following heart attack

COLUMBUS, GEORGIA

The state's second largest city. The home of Fort Benning, plus Top per Family income.

Ideal Test Market
Top Family Income

Call Hollingbery
for
Market particulars plus top avails to move your client's products.

25% Penetration
38 Rich Counties

ABP
MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Jan. 1. Mr. Lavicka was to have joined Keyes, Madden & Jones as v.p. in absorption of D&C's Chicago office (BROADCASTING, Dec. 29, 1958).

• JOHN P. MCELROY, account executive, Grant Adv., Chicago, promoted to v.p.

• GERALD LIGHT, account group head, McCann-Erickson Inc., N.Y., named v.p.

• JOE K. HUGHES, with Grant Adv. past three years, appointed v.p. and manager of agency's Dallas office, succeeding ROBERT L. DELLINGER, transferred to Grant's Hollywood office as chairman of plans board.

• HUGH L. LUCAS and KENSINGER JONES, both of Campbell-Ewald, N.Y., tv-radio department, elected v.p.'s.

• TKELSO M. TAEGERTN, media director at McCann-Erickson, Detroit, elected v.p.

• HAROLD J. MCCORMICK, CHESTER A. STOVER and CLYDE E. RAPP, appointed v.p.'s at Dancer-Fitzgerald-Sample, N.Y. Latter is Dayton office head, former are in New York headquarters.

• STANLEY T. PETERSON, director of marketing, Cunningham & Walsh, S.F., elected v.p.

• JOHN H. BYRNE, formerly v.p. in charge of MacManus, John & Adams' international division, named senior v.p. and executive assistant to president, Hockaday Assoc., N.Y.

• BEN NORMAN, national director of tv production, Doyle Dane Bernbach Inc., L.A., has resigned.

• GEORGE H. LOVITT, v.p., IRVING GRUBER, head art director and STANLEY AARON, production manager, Franklin Spier Inc., N.Y., elected v.p.-directors.

• BALDWIN GARRETSON, formerly with St. Georges & Keyes, N.Y., to Jones, Brakeley & Rockwell Inc., N.Y., as v.p.

• LESTER S. ROUNDS, account executive, and ED SPITZER, merchandising director, Kudner, N.Y., elected v.p.'s.

• PAUL BRADLEY, formerly v.p. in charge of New York office of Grant Adv., to executive capacity in merchandising department of Kenyon & Eckhardt, N.Y.

• NEIL MCGREEVEY, production manager for past 13 years at BBDO, Chicago, to Clinton E. Frank Inc., that city, as manager of production and traffic departments.

• NANCYANN GRAHAM, formerly food, decorating and homemaking editor of NBC-TV's *Home* show, appointed director of home economics for Mogul, Lewin, Williams & Saylor Inc., N.Y.

• WILLIAM B. PHILLIPS, senior media manager, Ketchum, MacLeod & Grove Inc., N.Y., media department, promoted to director of department.

• DAVID ELLEDGE, formerly in art department, Benton & Bowles, to tv art director, Ogilvy, Benson & Mather, both New York.

• EARL KENNEDY becomes president of Kennedy/Walker/Inc., Beverly Hills, Calif. RICHARD BARRETT, formerly of Stromberger, LeVene & McKenzie Inc., L.A., joins K/W as copy chief.

• LLOYD N. NEWMAN, account executive, Adrian Bauer & Alan Tripp, N.Y., to public relations manager.

• LAWRENCE G. CHAIT, president of Lawrence G. Chait & Co., New York advertising agency, elected to board of National Sales Promotion Executives Assn., N.Y.

• MRS. MELINA PALMER, formerly with J. Walter Thompson, to creative staff of The Bresnick Co., Boston.

• ROY HUNT, formerly art director of Anderson-McConnell Adv. and West-Marquis, both Los Angeles, to same post with Honig-Cooper, Harrington & Miner, that city.

• JOHN J. MESKILL, formerly media manager of Fletcher D. Richards, N.Y., to Marschalk & Pratt, N.Y., as associate media director.

• RITA WAGNER SELDEN, formerly with Ellington & Co. and Ogilvy, Benson & Mather, both New York, to Doyle Dane Bernbach copy staff in that city.

• JAMES P. HACKETT has resigned from Associated Press to join Art Flynn Assoc., N.Y., as account executive.

Networks

• JAMES A. STABILE, director of talent and program contract administration, NBC, will have full responsibility in these areas, assuming duties of JAMES E. DENNING, v.p., resigned.

• WILLIAM PHILLIPSON, 50, formerly partner of Henry Jaffe Enterprises and general manager of ABC western division, died Jan. 1 in University Hospital, N.Y., following short illness.

• JOHN O. DOWNEY, for past two years program director of WHCT Hartford, to CBS-TV stations division, program department, New York.

Stations

• GIBBS LINCOLN, sales manager of KING Seattle, promoted to station manager, assuming duties formerly handled by OTTO BRANDT, broadcast division vice president, KING Broadcasting Co.

Mr. Taft

• LLOYD B. TAFT, formerly executive v.p. of *Cincinnati Times-Star* (sold to *Cincinnati Post* last year), named general manager of WBRC-AM-FM Birmingham, Ala., succeeding ROBERT L. BEVINGTON, to WKRC-AM-FM Cincinnati as general sales manager. Stations are owned by Radio Cincinnati Inc.

Mr. Bevington

• ROBERT J. LAUBENGAYER, 74, president of Salina (Kan.) Journal Inc., and KSAL Salina, died Dec. 26, 1958, following heart attack in St. Francis' Hospital, Topeka. Mr. Laubengayer was also active in starting KTVH-TV Hutchinson, Kan.

• PAUL E. MILLS, with Westinghouse Broadcasting Corp. since 1936, resigns as midwest tv sales manager in WBC's Chicago office.

Mr. O'Shields

• CLAUD O'SHIELDS, WECT (TV) Wilmington, N.C., station manager, promoted to general manager.

• RICHARD FOERSTER, formerly with Peters, Griffin, Woodward, Chicago, station representative, appointed sales manager of WISN-TV Milwaukee.

• LEN ELLIS, former sales manager of WJOB Hammond, Ind., appointed stations manager of WJOB-AM-FM.

• HAL SUNDBERG, with WMBD Peoria, Ill., since 1953 and director of sales since 1957, named station manager. BILL MAYER, formerly with WRCV Philadelphia, named WMBD program manager, succeeding WILLIAM BROWN to regional sales representative.

Mr. Silverman

• MORT SILVERMAN, formerly general manager of WJMR-AM-TV New Orleans, to similar capacity at WJBO-AM and WBRL-FM, both Baton Rouge, La.

• ELMER F. WILLRICH, with WAMV East St. Louis, Ill., since it started broadcasting in 1935, appointed general manager.

• HAROLD W. WADDELL, formerly station manager of WRCV Philadelphia, to WKBZ Muskegon, Mich., as general manager.

• DARRELL ANDERSON, part owner-manager of KUDE Oceanside, Calif., to KQDE Renton, Wash., in similar capacity. BILL HARPEL, formerly owner of KXLE Ellensburg, Wash., to KQDE as part owner and operations manager. GEORGE HAYES, formerly d.j. of KUDE, to KQDE as program director. WALLY NELSKOG, part owner of KUDE, KQTY Everett, Wash., KQDY Minot, N.D., and KUDI Great Falls, Mont., is president of Seattle Musicasters, licensee of KQDE.

• BERNARD GOODMAN, manager of WKFM (FM) Chicago, announces resignation over "differences in operating policy" of station.

• CALVIN W. ADAMS, formerly commercial manager of KELP El Paso, to KWYK Farmington, N.M., as station manager.

• BOB C. WAGNER, formerly general manager of WJMA Orange, Va., to WBRX Berwick, Pa., as station manager.

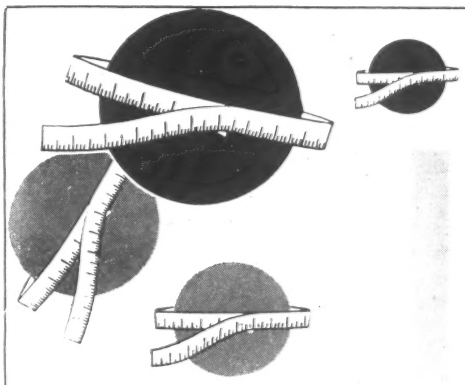
• JOHN NEECK, WPIX (TV) New York technical director, promoted to engineering supervisor.

• DAVE GIFFORD, news director of WICU Erie, Pa., promoted to head of WICU-AM-TV news departments.

• DAVE VOWELL resigns as assistant director of public relations at KTLA (TV) Los Angeles, effective Jan. 16. JOHN W. HILLIARD, announcer at KHVH-AM-TV Honolulu, to announcing staff of KTLA.

• ROBERT NELSON, formerly on news staff of WSYR-AM-FM-TV Syracuse, N.Y., to WBZ Boston as news editor.

• JOSEPH WINKLER, formerly sales manager of WFLN-AM-FM Philadel-



SPOTS

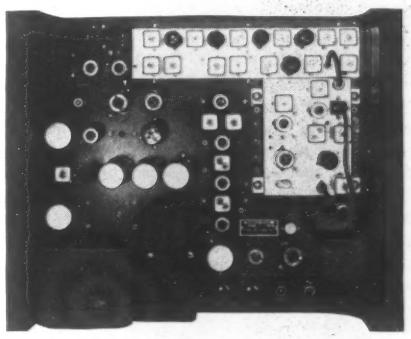
TAILOR MADE FOR NATIONAL TELEVISION ADVERTISERS!

CKLW-TV is the one Detroit Area television station "ready made" for the national Spot Advertiser who cannot be troubled by network clearances and who needs prime time for his message. This, coupled with *more* impressions, *more* total homes, *more* rating points for the advertiser's dollar makes channel 9 the most efficient and economical buy in the nation's fifth market.

CKLW-TV CHANNEL 9 325,000 WATTS

GUARDIAN BLDG. DETROIT 26, MICH.
J. E. Campeau, President
Young Television Corp., National Rep.

NEMS • CLARKE
Type TRC-1
TV Color
Rebroadcast
Receiver



The Type TRC-1 Color Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of black and white and color signals.

SPECIFICATIONS

VIDEO CHANNEL

Output terminal	75 ohms, coaxial
Level	Adjustable up to approximately 1 volt, peak to peak
Polarity	Sync negative
Frequency response	To 4.2 mc

SOUND CHANNEL

System	Separate IF (not intercarrier)
Output level	Adjustable from 0 to 18 dbm
Output impedance	600 ohms or 150 ohms, balanced or unbalanced
Frequency response	30 to 15,000 cycles with standard 75-u sec de-emphasis
Distortion	Less than 1%
Noise level	50 db below +0 dbm

SYNC CHANNEL

Output connection	75 ohms, coaxial
Output level	3 volts, peak to peak
Polarity	Negative

MISCELLANEOUS

Gain control	Manual or keyed automatic
RF input connection	75 ohms, coaxial
Crystal controlled R.F.	Employed for maximum and unattended operation
Power supply	Self-contained
Power requirements	117 volts, 60 cycles, 150 watts

NEMS CLARKE COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

phia, to WCAU-AM-FM, that city, as account executive.

• FRED MORGAN to KVOO-TV Tulsa, Okla., as account executive. BILL D. BLAIR and DON MOORE, formerly program director of KSWS-TV Roswell, N.M., to KVOO-TV as staff announcers.

• WILLIAM R. ABEYOUNIS, formerly manager of WRRF Washington, N.C., to WITN (TV), that city, as account executive. WILLIAM W. MOORE, formerly owner-manager of WHED (now WOOW), that city, succeeds Mr. Abeyounis at WRRF.

• RICHARD H. WHEAT, formerly sales representative of WREN Topeka, Kan., and VIC HERSH, formerly director of WTOP-TV Washington, to WGMS Washington sales staff.

• DEANE BANTA, formerly of KGO-AM-FM San Francisco, to KSAY, that city, in sales department.

• BOB LYTE, formerly promotion director of Tribune Publishing Co. (*Tacoma* [Wash.] *News Tribune*, KTNT-AM-TV), to WCAR Detroit in similar capacity.

• FRED S. COX, formerly production director of KWWL-TV Waterloo, Iowa, to WTVO (TV) Rockford, Ill., as announcer-director.

• GEORGE CROMWELL, formerly program director of KOIL Omaha, Neb., to KFBI Wichita, Kan., in similar capacity.

• ROBERT SHAW, formerly program director of WGUY Bangor, Me., named news director of WCSH Portland, Me. LEE QUIMBY, formerly of WSBS Great Barrington, Mass., to WCSH as announcer-newsman.

• CARL MEYERS, formerly with WENE Endicott, N.Y., to WGLI-WTFM Babylon, N.Y., sales division.

• BARTH NELSON to WETZ New Martinsville, W. Va., to handle regional sales and new remote studio. DON HARTLINE, formerly of WFMJ Youngstown, Ohio, to the announcing staff of WETZ as d.j.

• GARRY MILLER, formerly air personality of WHKK Akron, Ohio, to WTOL Toledo in similar capacity, replacing BROOKS MORTON, moving to WTOL-TV.

• ROGER BOAS resigns as interviewer-moderator of KQED (TV) San Francisco public affairs show, *Profile: Bay Area*, due to pressure of his private business.

• JOEL KANE, who left program department of KNX Los Angeles in 1955 and has since written for several tv series, rejoins station as program writer.

• EDWARD CAHILL to engineering staff of WSVA-TV Harrisonburg, Va.

• GEORGE LORENZ, formerly air personality of WKBW Buffalo, to WINE Kenmore, N.Y., in similar capacity.

• ROSCOE L. MCCRARY to KXLW Clayton, Mo., as air personality.

Representatives

• JOHN F. WADE, with Avery-Knodel Inc. for past ten years, named director of television research for the station representative firm.

Programming

• DAVID J. MELAMED, formerly executive v.p. of Pathe Labs, affiliate of Chesapeake Industries Inc., N.Y., named v.p. in charge of business affairs of National Telefilm Assoc., N.Y.

Mr. Delaney

• JAMES F. DELANEY, ABC Films, N.Y., sales executive, appointed eastern division sales manager; RICHARD HURLEY, central division account executive since 1957, named Chicago sales manager; AL LANKEN, formerly sales representative of Motorola, Miami, named ABC Films account executive covering Carolinas, Georgia, Florida and Virginia.

• ROBERT ANGUS, veteran writer-director-producer, named v.p. in charge of production for California Studios as plans for firm's expansion of production facilities are announced. MICKEY GROSS, former manager of California Studios, resigned to become head of new personality management division of Gross-Krasne.

• LEE CANNON, formerly spot sales manager for Television Programs of America, named central division manager of Independent Television Corp. Other ITC appointments: ALTON WHITEHOUSE, with TPA for five years, most recently as assistant eastern sales manager, named southeastern division manager; LEONARD WARAGER, formerly with California National Productions, named northeastern division manager; JACK KELLEY, previously with Katz Agency, and GEORGE STANFORD, for 3½ years account executive with WPIX (TV) New York, named account executives.

• EDWARD A. ROGERS, formerly executive producer, NBC-TV, to Independent Television Corp. as director of production.

• HERMAN EDEL, sales manager, Music Makers Inc., N.Y., appointed v.p. in charge of sales and administration.

• HAL PERSONS, formerly account executive, Harry S. Goodman Productions, appointed account supervisor, Van Praag Productions, N.Y. He will also handle sales promotion and publicity.

• JERRY SIMON, eastern promotion manager, Warner Bros. Records Inc., Burbank, Calif., to national pop singles promotion manager. BOB BURRELL, formerly with Columbia Records Div. of CBS Inc., to WBR as special promotions director of pop singles.

• BERNARD (RUSS) ALBEN, account executive, Doner & Peck Adv., N.Y., to

Jayark Films Corp., N.Y., tv film syndicators, as director of advertising and sales promotion.

• MILTON BERLE, long-time tv entertainer and present star of NBC-TV's *The Kraft Music Hall,* was to be named "comedian of the century" Jan. 10 by Sunair Foundation for asthmatic children for holding "the star spotlight on television longer than any other artist."

• JAMES V. KERN and ROBERT ALTMAN signed to direct three *Millionaire* telefilm stories for Don Fedderson Productions, Hollywood. Mr. Kern will direct "Old Rockin' Chair," Mr. Altman, "Baby" and "The Guy in the Corner."

• SAMUEL BISCHOFF signed by Desilu Productions, Hollywood, to produce remaining 13 segments of *The Texan,* tv western series, replacing JERRY STAGG, leaving to devote full time to his own production company.

Equipment & Engineering

• DR. CHARLES G. SMITH, one of three founders of Raytheon Mfg. Co., Waltham, Mass., has retired. Dr. Smith's most notable invention was in 1924 when he devised tube that converted household electricity (ac) into form needed by radios (dc).

Mr. Shallow

• JAMES J. SHALLOW, formerly general manager of merchandising, consumer products division, Philco Corp., Phila., appointed v.p. of CBS-Hytron and general manager of Columbia Phonograph Dept., N.Y. CBS-Hytron is division of CBS Inc.

• JOHN H. BEEDLE and J. PENN RUTHERFOORD named to head equipment and systems division and industrial apparatus division respectively of Raytheon Mfg. Co., Waltham, Mass. Divisions were formed from old commercial equipment division of which Mr. Beedle was manager and Mr. Rutherfoord was assistant manager.

• JOSEPH R. MCCURDY, for past ten years v.p., RCA, to newly created post of manager, product news and field relations. JOSEPH NOLAN, formerly manager, editorial and press services, to manager, editorial and publications services.

• VIRGIL H. DISNEY, director of electrical engineering research, Armour Research Foundation, elected president of 1959 National Electronics Conference (to be held at Hotel Sherman, Chicago, Oct. 12-14). He is representative of Illinois Institute of Technology in NEC functions. Other NEC officers: LAWRENCE W. VON TERSCH, Michigan State U., executive v.p.; GEORGE E. ANNER, U. of Illinois, secretary; GORDON J. ARGALL, DeVry Technical Institute, treasurer, and HAROLD E. ELLITHORN, U. of Notre Dame, assistant treasurer.

• JOHN L. PFEFFER, assistant general manager of Struthers-Dunn Inc., Pitman, N.J., relay manufacturers, appointed president, succeeding HENRY W. PFEFFER, retired.

• GEORGE E. CUMMINS, formerly in advertising and promotion with Associated Press, to American Geloso Electronics, N.Y., as assistant sales and advertising manager.

• THOMAS PRESTON, formerly St. Louis regional manager of Crosley Div., Avco Mfg. Co., promoted to sales training manager of Zenith Radio Corp., Chicago. JOHN R. FORTINO, formerly of Magnovox Co., Ft. Wayne, Ind., and STANLEY D. BARTLEMAN, formerly of Philco Radio Corp., Phila., to Zenith field sales training managers.

• ADOLPH BRENNER, formerly of Polarad Electronics Corp., Long Island City, N.Y., to Narda Microwave Corp., Mineola, N.Y., as project engineer.

• RICHARD E. PUTNAM, manager of tv studio engineering in General Electric's technical products department, Syracuse, N.Y., elected chairman of Rochester section of Society of Motion Picture & Tv Engineers.

Allied Fields

• DAN H. BAER promoted from assistant manager to manager of Los Angeles office of Harshe-Rotman Inc., national public relations firm.

• HARVEY SPIEGEL, with Television Bureau of Advertising since 1956, and before that manager of research, Norman, Craig & Kummel, N.Y., named director of research of TvB.

• LEN HORNSBY, formerly group sales manager of RAB, to Community Club Services Inc., N.Y., as manager of national sponsor sales relations.

• WILLIAM G. HAWORTH, formerly with Hill & Knowlton, and previously public relations executive of General Motors Corp., to Creative PR Inc., public relations subsidiary of Anderson & Cairns, N.Y., as account executive.

• HAROLD G. KARN, v.p., Premium Assoc., N.Y., elected executive v.p. and general manager.

Mrs. Glaser

• MRS. VERA R. GLASER, formerly news secretary for ex-Sen. Charles Potter (R-Mich.), appointed publicity director of women's division of Republican National Committee. Mrs. Glaser also will help decide overall GOP public relations policy and stated use of radio and tv will be increased.

• DR. MELVIN GOLD, formerly account associate, Crosley-SD Surveys, N.Y., to R. H. Bruskin Assoc., market research, New Brunswick, N.J., as director of sales and creative development.

• JACK IRISH, formerly assistant director of station relations, Mutual, to Radio Press, N.Y., in station relations capacity.

• CLAY BRAUN, formerly of Adam Young Inc., New York station representative firm and ABC-TV, to American Research Bureau, Beltsville, Md., as western account representative, replacing GENE THOMPSON, transferred to ARB's office in Washington in sales promotion and advertiser's service.

• PHILIP G. LOUCKS, Washington attorney, and Mrs. Loucks were injured when their car was involved in four-car collision on icy highway while enroute from their home at York, Pa. to Washington, Jan. 2. Mr. Loucks suffered broken leg and two fractured ribs, along with lacerations, Mrs. Loucks suffered leg cuts and bruises. Mr. Loucks expects to return to his Washington office in three weeks.

• DON YOUNG, formerly promotion manager at WBBM Chicago, to A. C. Nielsen Co., that city, as press information director for food and drug services.

• LLOYD LARRABEE appointed manager of UPI bureau at Austin, Tex., replacing O. B. LLOYD JR., resigned to join staff of Sen. Lyndon Johnson (D-Tex.).

• RODNEY GUILFOIL, UPI San Francisco overnight manager, named Pacific division radio editor. Mr. Guilfoil is succeeded by NEAL CORBETT, assistant overnight manager.

International

• DOUGLAS HOMERSHAM, director of special services of CJCA Edmonton, Alberta, to creative director of McConnell, Eastman & Co. Ltd., Edmonton, advertising agency. C. NEVILLE YORK to radio-tv director of agency.

WIDE, WIDE COLOR

New big-screen vistas in Eidophor tv system

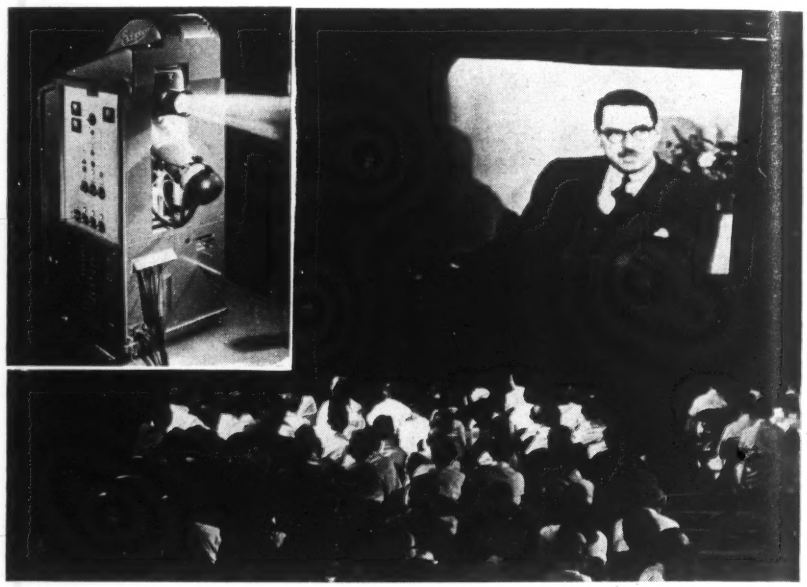
New vistas in large-screen color tv projection were seen after the demonstration of the improved Eidophor projection system at the Washington meeting of the American Assn. for the Advancement of Science (BROADCASTING, Dec. 29).

The 800 lb. projector was used four times during the AAAS meeting. The first was a demonstration of the physical properties of light and color; the second, microsurgery techniques; the third, physical diagnosis, and the fourth, experimental cardiac surgery.

The Swiss-developed system, throwing a 12x16-ft. color picture, was considered satisfactory to the several hundred scientists who viewed the sessions. Size and contrast range (100:1) were considered excellent; the color was considered somewhat lacking in tone qualities.

Color is added to the essentially black-and-white system through the use of color wheels at the camera and projector, using a 441-line, field sequential color system.

Invented 1939 • Eidophor was invented in 1939 by Dr. Fritz Fischer of the Swiss Federal Technological Institute. It was improved by Dr. Edgar Gretener with the backing of CIBA Pharmaceutical Products Inc. CIBA sponsored the showings last week and plans to use the system at medical meetings in San Francisco next month and in April.



Eidophor's projector and how it performed in Washington

The basic principle of Eidophor is the use of a thin film of oil on a concave mirror. An electron beam from the camera scans the mirror (and the oil). The resulting deformities in the oil reflect the picture through a special grating of bar mirrors onto the screen. The light source is a 2,000 w xenon lamp. The projector unit, expected to sell for $13,000 for monochrome and $16,000 for color, is 65x25x48-in. Control equipment is housed in a $366,000, 35-ft.-long trailer. Without color, the Eidophor projects a 32x24-ft. picture. Camera and control equipment are manufactured by General Electric Co.

Commercial theatre use is being undertaken by CIBA in conjunction with 20th Century-Fox Film Corp. Earl I. Sponable, Fox chief engineer, said last week that the process has exciting possibilities for theatre use.

"This will not replace motion pictures," Mr. Sponable said, "but we believe many people would pay to see a first-class show in color at the time it is actually being performed."

Electronic leaders voice expectations

Midwest electronic leaders took the occasion of displays and demonstrations at last week's International Home Furnishings Show in Chicago (see page 90) to make these predictions of things to come:

Motorola Inc. • Consumer electronic products sales will be a reflection of the whole economy. In that sense it will be a solid year, with some tendency to inflation. No boom year, however.

Retail sales of consumer electronics (home and car radios, tv sets, phonographs) will total $2,381,200,000 in 1959—up 20.6% from an estimated $1,974,600,000 last year.

Specifics: Unit tv set sales to distributors from 5.2 million in 1958 to 6 million—up 15.4%. Stereophonic high fidelity sales from 750,000 to 3 million—up 300%. Phonograph hi-fi sets from 3 million to 1 million—down 200%. Others: Car radio sales, up 28.9%; clock radios, up 3.4%; portables, up 8.6%, and table models, down 7.4%. At Motorola: All sales up 10% in 1959 over last year's $200 million-plus volume.

Admiral Corp. • The industry reached the high saturation point in tv and experienced the natural dip that followed. Another climb is now evident, generated by replacements and second sets. When a replacement market increases to the point where it offsets the decline caused by saturation, one begins to see healthy increase in total sales.

Specifics: Industry unit sales should hit 6 million this year. No predictions for Admiral on electronics but Mr. Siragusa estimates 20-25% increase in appliance sales the first quarter of 1959 over same period last year, with stress on freezers.

Zenith Radio Corp • No industry electronics estimates but predictions for Zenith: (1) consolidated sales of $53 million for first quarter—a 25% increase over that period in 1958; (2) a 25% jump in first quarter tv set production, with output of consoles 53% ahead of last year's first quarter; (3) first quarter production of transistor portables 66% ahead of last year's period. Zenith plans to increase production of radios, phonographs, and hi-fi stereo instruments.

GE's Davis: component sales to rally in '59

An optimistic forecast that 1959 electronic component sales will offset "for the most part" 1958 recession losses has been made by L. Berkley Davis, general manager of General Electric Co.'s electronic components division in Owensboro, Ky.

Mr. Davis said that electronic tube

dollar volume in 1959 will increase 5-10% over 1958; semiconductor dollar sales will rise 30% above 1958 and stereo and hi-fi component dollar volume will also shoot up by 30%.

Receiving tubes, he said, will rack up 1959 sales of $380 million—10% above 1958 sales of $345 million—retrieving a loss following 1957's record $384 million. Reason: general business activity has revived, set inventories have dropped, so have the "excessive" tube inventories of industrial and military equipment manufacturers. Commercial receiving tube sales will account for $300 million in 1959, industrial and military tubes about $80 million; Mr. Davis also said "slightly more than half" of the near 400 million entertainment type tubes will go into the replacement market.

Semiconductor sales in 1959, he predicted, will jump from 1958's $195 million to $255 million, with the largest dollar growth to be felt by sale of rectifiers—to go up 50% from the 1958 level of $33 million to $50 million. Transistor market will be bigger still, jumping from $104 million in 1958 to $140 million in 1959. Diodes will gain from $50 million in 1958 to $65 million this year.

• Technical topics

• RCA semiconductor and materials division, Somerville, N.J., announces introduction of new germanimum n-p-n alloy-junction transistor for use with audio equipment operating from extremely small input signals, such as high-fidelity preamplifiers, tape recorders, microphone preamplifiers and hearing aids.

• Emerson Radio & Phonograph Corp., Jersey City, reports that despite a slow start in the first part of its fiscal year, ended last October, sales for 1958 exceeded those of the previous year by 8%. Earnings for 1958 fiscal year, now under audit, are expected to be about ten times higher than in the previous year because of "economies and reduced operating costs," according to Benjamin Abrams, Emerson president. He predicted a sales increase for the current fiscal year (1959), particularly in sales of transistor radios and in products of the recently-acquired DuMont consumer products division.

• Zenith Radio Corp., Chicago, appoints Lee Wholesale Co., Kansas City, as distributor for its tv, radio, phonograph and Stereophonic hi-fi products.

• Packard-Bell Electronics Corp., L.A., declares regular quarterly dividend of 12½ cents per share, payable Jan. 26 to stockholders of record Jan. 9.

Sylvania merger vote set by Gen. Telephone

Shareholders of General Telephone Corp., New York, will be asked at a special meeting in New York on Feb. 11 to approve the proposed merger of Sylvania Electric Products Inc. into GTC. With approval, the merger is expected to be effective in March.

A proxy statement mailed to GTC shareholders last week said directors of both companies approved the plan last November, calling for the conversion of each Sylvania outstanding common share into one common share of the surviving company, to be known as General Telephone & Electronics Corp. Shareholders were given details for conversion of preferred stock and for other financial considerations.

Sylvania is a manufacturer of radio and television sets and tubes, lighting and electronic products and photographic equipment. Sylvania's net income in the 10 months ended Oct. 31, 1958 was $7,490,000, equal to $1.72 a share, down from $8,642,240, or $2.37 a share, in the like 1957 period.

General Telephone operates telephone service in 1,796 cities in 30 states and has investments in foreign telephone operations in Canada, the Dominican Republic and the Philippine Islands. Through its manufacturing subsidiary (Automatic Electric Co.), General produces various automatic dial and other telephone equipment. Consolidated net income of General Telephone for the 10 months ended last Oct. 31 amounted to $42,223,000 as compared with $46,654,000 for 1957.

The statement points out that the merger would make it easier for Sylvania to finance future developments; would lead to more diversification in Sylvania's products, and would make available General Telephone's experience and background in foreign manufacturing and sales. For General, the consolidation would result in increased diversification of investment and in increased research and development facilities, and also would provide a source of know-how in the areas of electronic development which may prove helpful to the telephone and communications industry generally.

The proxy listed the following annual remuneration for General Telephone executives: Donald C. Power, president, $151,500; Thomas A. Boyd, executive vice president, $76,500; Leslie H. Warner, executive vice president, $75,000, and Carl B. Brorein president of General Telephone Co. of Florida, $54,000. The yearly remuneration of Don G. Mitchell, board chairman and president of Sylvania, was placed at $150,000.

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Advertisement

In a letter to Mr. Jerry Hauser, Southwestern Sales Manager for Community Club Services, Inc., Mr. William D. Schueler, President of Station KJIM, Fort Worth, Texas, said: "We wound up with a gross of just over $25,000. For us to have this much business written for the months of January, February and March is terrific. We are delighted. We went on the air Monday, January 5th with CCA Campaign No. 1. It's hard to tell who is more excited—the gals participating here in Fort Worth, or our staff. Of our 21 sponsors, most are new business for KJIM, and they include some of the choice accounts in the Fort Worth area. The proof of our appreciation of CCA is that we have already bought it for our Tulsa, Oklahoma station—KTUL."

MR. SCHUELER

COMMUNITY CLUB AWARDS

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Phone: Plaza 3-2842

STEREO BOOSTED IN CHICAGO

Philco, Motorola exhibit new systems

Manufacturers last week demonstrated new techniques for stereophonic am and tv in Chicago—with a commercial eye cocked on the FCC in Washington.

The exhibitors: Philco Corp., holding its first public showing of am-stereo broadcasting, and Motorola Inc., previewing the world's first "compatible stereo sound system in television." The display site: the International Home Furnishings Market in Chicago's Merchandise Mart. Their twin conclusions: Stereo is bound to come in am radio and tv after the Commission adopts standards for each development.

Philco petitioned the FCC late last year to move toward adoption of stereophonic transmission standards for "compatible" am broadcasting and reception and submitted its own system (BROADCASTING, Dec. 8, 1958). The technique was demonstrated and described by Wilson P. Boothroyd, Philco manager of engineering-electronic. He expressed these views:

Threshhold • (1) Commercial stereo am could be a reality sometime in 1960 —if the National Stereo Radio Committee gives its blessing and the FCC approves field tests and standards.

(2) It's felt manufacturers will agree to make the necessary adapters for home sets and that stations will sustain cost of equipping for stereo am broadcasting. Eventually all radios, it's hoped, would come equipped with provision for stereo adapters.

(3) The problem of stereo am reception for car radios is not yet solved. "It's a problem largely of acoustics."

Mr. Boothroyd said the cost of making station transmitter changes to accommodate stereo is "relatively inexpensive," but declined to offer any estimates. He said it would vary widely, depending on station power and other factors, and decisions would involve the percentage increase on capital investment in equipment.

Potential Size • The number of stations involved "is nothing compared with the number of radio receivers in use." Home adapters would run about $30, he estimated, and complete stereo sets would range from $60 to $200 compared with present prices for conventional receivers—$29 to $150.

Philco's system is "fully compatible with single sound broadcasting," Mr. Boothroyd stressed, and will not obsolete some 60 million radio sets now in use. And stations can switch from single to stereo sound with no diminution in quality of reception, he added.

Mr. Boothroyd reported Philco has filed patent applications for both broadcast equipment and home radio receivers for am-stereo. (He pointed out, in passing, that Philco has no production stake in transmitter equipment.)

Once the problem of am-stereo is licked in automobile radios, he predicted, there will be no differences in station reception, clarity or range. As of now, only earphones are suitable for car listening, he added.

Contrast • Philco single-station am/am-stereo system uses a closed-circuit broadcasting unit to a standard am radio and adapter. By means of a switch, Philco representatives alternately broadcast single sound transmission and then stereophonic sound, showing sharp differences. Monophonic receivers gave ordinary home reception.

In the Motorola stereo tv demonstration previewers heard dual channel sound from two separate speaker cabinets while viewing a corresponding Ampex-videotaped show from local WGN studios. (BROADCASTING, Jan. 5).

The actual test itself left something to be desired, with guests noticing apparent disparities in lip sinc and some instances of poor fidelity, particularly in the musical selections. The audience participation part of the closed circuit (a segment of *The Fran Allison Show*) came off adequately. The closed circuit switched from monaural to binaural after the first few minutes.

Tv • Edward R. Taylor, executive vice president in charge of consumer products, at Motorola, made these points:

1. The application of stereo to tv is inevitable ("Yes, it will arrive before color tv gets off the ground").

2. Its arrival will depend on the FCC, which has yet to set stereo standards for television and which, Mr. Taylor noted, is still mulling the many possibilities of fm-multiplexing. (The Motorola system applies fm multiplexing techniques to stereo tv.)

3. Stereo tv home equipment is several years away as a marketable product but it is "adaptable to tv in the home today." The system is compatible, Mr. Taylor stressed.

Mr. Taylor emphasized the demonstration was in the nature of a "laboratory" test, much as was Motorola's first public showing of its transistorized and battery-operated portable tv unit a year ago. He predicted that "stereophonic radio will produce a resurgence of public interest in that product. Then, we can look forward toward stereophonic television in mass quantities."

Among new lines previewed at the Winter Furnishings Market were these:

By Sylvania Electric Products—a 17-inch tv receiver in an all-plastic cabinet; stereo high fidelity phonographs, including two self-contained units for three-way sound and a combination with "simulcast" am-fm radio receivers; cordless, transistorized clock radio.

By Admiral Corp.—series of seven tv sets with optional pairing of new matching stereophonic, hi-fi phonograph; portable tv with wireless remote control; two "lowboy" tv models; six transistor pocket radio models (two each with five, seven, and eight transistors) and "leather-type" portable transistor radios; three portable stereo tv sets.

By Philco Corp.—three stereo, hi-fi instruments in single cabinets, and also a portable model; eight all-transistor radios in 3-7 transistor-powered chassis range; squeeze-bulb remote control unit for use with seven of its eight "slender seventeener" 17-inch portable tv models.

By General Electric Co.—new am-fm dual speaker musaphonic radio and radio-stereo-phonograph combination with matching amplifier-speaker.

By Magnavox Co.—five self-contained stereo units. Basic features: 30 watt split dual amplifier, four speakers, diamond stereo pickup, am-fm radio extension speaker switch and sliding glass panel over changer.

By RCA—several new radios, including am-fm; new magazine stereo-tape recorder with drop-in cartridge.

By Zenith Radio Corp.—six additions to line of twin ensemble or self-contained stereophonic, hi-fi instruments; battery-powered, all transistor traveling clock-radio, plus full line of console, table and combination tv receivers.

• Technical topics

• Century Lighting Inc., N.Y., is offering its "Cen-Trol" system of television lighting control to stations, networks and producers. The system uses the silicon-controlled rectifier, C-core, as the means for controlling the brightness of light. The system's advantages, according to Century, are that it develops less noise and heat than other units; needs less power to actuate it; requires no warm-up time and virtually no replacement cost of dimmer. The system's overall cost reportedly is lower than for comparable units.

• A leveling-off of the six-year industry sales slump in new tv station equipment was predicted for 1959 by William J. Morlock, general manager of technical products, General Electric Co., Syracuse. He predicted a 10% gain in the replacement market, felt new tv station equipment volume would "hold steady at the 1958 level."

In the bag ● ABC-TV and Supermarket Affiliates Corp. of New York have worked out a promotion plan to plug daytime shows in millions of homes. The network is circulating its sales pitch in stores by printing Operation Daybreak promotional messages on millions of grocery sacks leaving approximately 8,000 eastern and midwestern grocery stores for the home. The supermarket organization, which arranged the circulation, estimates the ABC-TV message will reach over 12 million families. Among the participating chain stores: A&P, Safeway, Kroger, First National, Food Fair, Grand Union, Stop & Shop, ACF-Wrigley, Jewel and Dilbert's.

WMAL playing $63,000 tunes

Listeners to WMAL Washington, D.C., are sharing in $63,000 worth of prizes being offered in the "Best 63" contest. Personalities at WMAL call numbers at random anytime during the broadcast day to ask for the name of the tune in a certain ranking in the station's current top 63 hit list. Prizes in the giveaway promotion, which started Dec. 26, 1958, include jewelry, clothing, fishing gear, perfume, appliances and toys.

Timebuyers in agreement

Four agency timebuyers submitted identical ideas in WPEN Philadelphia's contest to find the best use for the station's helicopter as a Christmas promotion. First-prize winners were timebuyers Don E. Leonard of W. B. Doner & Co., Baltimore, and Jack Bray of Cunningham & Walsh, New York, who also tied for earliest postmark. Consolation prizes were awarded to Beverly Miller of Wherry, Baker & Tilden, Chicago, and to Ronald B. Bobic of Dancer, Fitzgerald & Sample, New York. WPEN selected their idea to dress up a station personality as Santa Claus and fly him to children's hospitals and homes for the aged and deliver presents. Mr. Bray was on hand in Philadelphia to accompany WPEN's Jack O'Reilly on his rounds as Santa.

Midwest ad miss'le

". . . Help put the Wichita market—South Central Kansas—in orbit over Madison Avenue. . . ." With this appeal, KTVH (TV) Hutchinson-Wichita mustered local advertising talent to tell the station story nationally.

Sales and advertising executives were invited to compete in a "Space Age Advertiser Award" contest conducted by KTVH in cooperation with Continental Airlines and the Broadmoor Hotel in Colorado Springs, Colo.

For a month (Nov. 15-Dec. 15, 1958), KTVH aimed direct-mail promotion at advertising people in the Wichita market. It asked agency personnel, clients, sales executives and others to create an advertisement (rough layout and copy) to influence Madison Avenue timebuyers. The response "exceeded even the most optimistic expectations" of the station management.

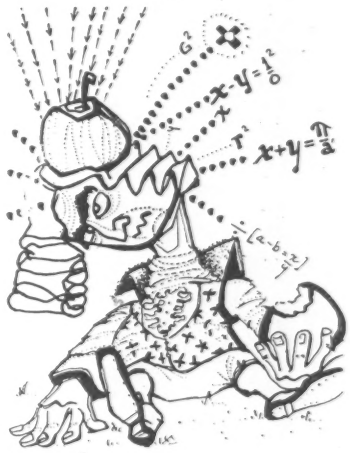
The winner: Dick Stites, associated with McCormick-Armstrong, Wichita agency, whose entry depicted the South Central Kansas area as a "growing market . . . bigger than Alaska!" The idea won for Mr. and Mrs. Stites a three-day trip via Continental Airlines to the Broadmoor resort Jan. 8-11.

Madison Avenue executives themselves served as judges. The selection of Mr. Stites (and six runners-up) was made by Ed Grey, vice president and media director, Ted Bates & Co.; Lee Ruch, vice president and media director, Benton & Bowles; Jerome R. Feniger, vice president, Cunningham & Walsh; Frank Kemp, vice president and media director, Compton Adv. Inc.; George Polk, vice president, BBDO, and Dr. Maxwell Ule, senior vice president-marketing, Kenyon & Eckhardt.

Networks gun for war specials

All three tv networks will observe the Civil War centennial by scheduling special program series dealing with the struggle. With ABC-TV and Warner Bros. already mapping out an ambitious project of filmed spectaculars, and with NBC-TV having commissioned ex-MGM studio head and playwright Dore Schary to come up with its version of the Civil War, CBS-TV last week committed itself for the 1960-61 season: It has signed a co-production deal with

Just Like Newton and the Apple . . . . .



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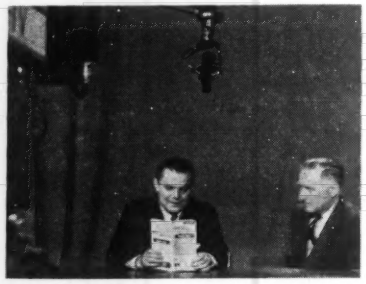


Fast start • ABC-TV starred its affiliate, KETV (TV) Omaha, in a closed-circuit hook-up of more than 100 affiliated stations last Monday (Jan. 5). The network showed off young KETV for its claimed leadership in ratings in the three-station city after being on the air for only 15 months. Entitled *The Omaha Story*, the telecast featured Oliver Treyz (l), president of ABC-TV, and Eugene S. Thomas, vice president and general manager of KETV, as they described how the station attained first place in the market through the integration and "the use of ideas, imagination and showmanship."

KETV's promotions have included contests, advertising and other exploitation since its Omaha debut. Mr. Treyz stressed the importance of persuading viewers to sample programs and added:

"The really successful promotions are grass roots promotions, at the head of the creek, the solid, local exploitation."

the staff of *American Heritage* and historian Bruce Catton. Both ABC-TV and NBC-TV Civil War series aren't set for airing till 1961.

WBZ christens satellite

America's talking satellite, the B-10 Atlas, was christened "Big Daddy" by WBZ Boston newscaster Leo Egan, on the morning of its successful launching. Mr. Egan used the term on all his newscasts throughout the day, and prompted News Director Jerry Landay to instruct all other news announcers to refer to the satellite as "Big Daddy."

In an editorial a few days later, the *Boston Globe* stated: "'Big Daddy' is what some radio announcers have been calling the satellite launched by the Air Force. The name is appropriate because it is our largest to date."

2,100 wanted KULA honeymoon

A contest sponsored by Carnation Milk Co. on KULA Honolulu drew 2,100 entries, each accompanied by a product label. In the "Second Honeymoon" contest, listeners were invited to tell why they deserved a second honeymoon on one of the neighboring islands. The winner was a mother of 10 children. A duplicate prize went to the manager of the food market with the best Carnation product display.

28 events on Iowa calendar

When the promotion department of WMT-AM-TV Cedar Rapids, Iowa, started taking stock of the past year's work, it found it had staged 28 events and contests over the 12 months. One of the year's big draws was the National Cornpicking Contest, with 120,000 thronging to hear President Eisenhower speak and watch 20 contestants from nine states pick corn. Other sample statistics on the yearend tally: 22,440 entries in a youngsters' contest mentioned eight times by WMT-TV's "Marshal J" and 21,000 entries in the $6,000 "Sports Sweepstakes."

Retailers book 'Howdy Doody'

NBC-TV, in conjunction with members of the International Council of Shopping Centers, this month will launch a four-week promotion campaign on behalf of its *Howdy Doody* show (Sat., 10-10:30 a.m.). Twenty-nine U.S. shopping centers and more than 600 individual retailers in those centers will invite youngsters to partake in a *Howdy Doody* cartoon coloring contest for a total of 2,000 prizes (top prize: an all-expense-free trip to Rome for the winner and the family). Details of the contest will be announced on the Jan. 17 telecast; the contest runs through Feb. 14.

WOWO assists foster home

Approximately $3,000 was received by WOWO Fort Wayne, Ind., in its sixth annual "Penny Pitch" appeal to raise funds for a local couple who have served as foster parents to almost 100 children in the past 14 years, the station reported. More than 8,000 letters with cash contributions were received during the 10-day pre-Christmas campaign. The sum will provide playground equipment, a fenced-in area and repairs for the foster home, according to WOWO.

Gossiping about KBKC

More than 5,000 radio home impressions in the Kansas City area were scored by a word-of-mouth campaign sponsored by KBKC Mission, Kan., in cooperation with a local florist. KBKC offered poinsettia plants to listeners who would telephone 10 other persons telling them about KBKC and then send their lists of names and phone numbers to the station. KBKC sent out 500 plants, spot checking each list by calls from the station (one call per list). Since the plants were delivered, KBKC has received more than 30 letters of appreciation from recipients, according to Roy D. Stanley, station manager.

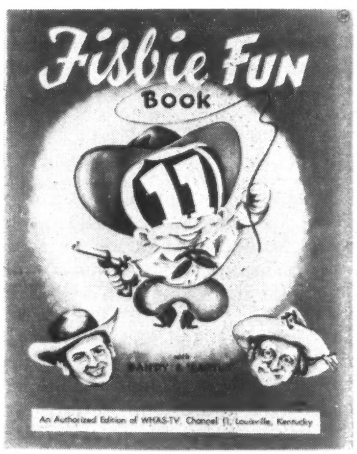
Melons in snowtime

What does a man do when his expectant wife gets a craving for watermelon, in December, in frosty Minnesota? After an unsuccessful tour of local grocery stores, the father-to-be took his problem to WTCN Minneapolis-St. Paul. A plea went on the air and 10 hours later, WTCN had not one but six melons delivered by listeners.

Phone beeps twice for WIBG

The Rambler overtook the Cadillac in the popular song "Beep Beep," and a sharp listener pulled the steam out of a contest with the same name at WIBG Philadelphia (BROADCASTING, Dec. 15, 1958). WIBG found a winner on the second telephone call it placed on the day the contest opened. Recording stars, The Playmates, had recorded a series of announcements to promote WIBG's "Beep Beep" contest, and listeners were encouraged to answer their phones by saying "Beep Beep." There was no answer to the station's first call, but on the second random number choice a Maple Shade, N.J., woman said the winning phrase.

Birthday colorbooks • "Fisbie," character-symbol of ch. 11 WHAS-



Air promotion spots enlist WGMS evangels

Since resuming its all "Good Music" format last November, WGMS Washington, D. C., feels pretty sure of its "Good Music" listeners. In a two-month period, more than 5,000 have sent in $1.50 for 12 monthly issues of the *Guide to Good Listening*, doubling the subscriber rolls. So instead of spending air promotion time telling people what's coming up next, the station is sending listeners directly to advertisers with testimonials for WGMS.

Three or four times a day the WGMS announcer asks people to tell sponsors they listen. Sometimes the station explains that an advertiser needs to know when he is making an impression. Other times it makes a forthright appeal for listeners to patronize sponsors, "supporting the station in the most practical way." Both approaches work, reaction shows.

Sponsors are going on record not only about results from schedules but also about response to the "tell the advertiser campaign." (The promotion, so described by one advertiser, has been given no formal name.)

Listeners, motivated by these and other spots asking how they like the programming, are dropping the call letters around merchants' premises. They also are writing WGMS to verify the fact. Of 2,000 letters received in a two-month period (no offers made), 10% mentioned the tell-the-advertiser idea. Some enclosed purchase receipts from WGMS sponsors. Others listed the ones they deal with.

One longtime sponsor is a listener too. He wrote promising to patronize other WGMS sponsors.

TV Louisville, Ky., was honored on his first birthday in this 52-page coloring and game book, which was a sellout after seven weeks of a planned nine-week promotion. WHAS-TV sold 25,000 "Fisbie Fun Books" at 25 cents each before heavy viewer response forced withdrawal of the offer. In addition to featuring the station's ID symbol, WHAS-TV personalities Randy Atcher and Tom (Cactus) Brooks are also pictured throughout the book, which was prepared by the station's promotion and art departments.

The character's name, "Fisbie," is derived from the first letters of the WHAS-TV slogan, "Foremost in Service—Best in Entertainment," and was the winning entry in a "Name Me" contest in 1957.

INSPIRATION IN RADIO ELECTRONICS

Think big has always been the order of the day in radio electronics. Galvani, Marconi and you either have changed or can change the world with a thought or an idea unheard of before. Seeing all that's new at the 1959 IRE Show can spark your new idea—can be your inspiration.

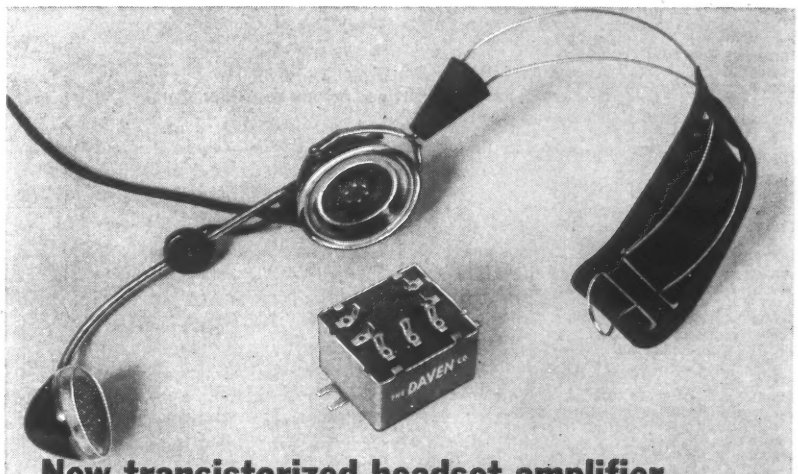
Big in number of manufacturers and suppliers exhibiting, big in number of top radio electronics experts, big in number of important developments on display—that summarizes this year's Convention and Show. Don't miss this once-a-year opportunity for man-to-man talk with the thinkers, planners and doers in your field of specialty.

REMEMBERS THE MAN

THE IRE NATIONAL CONVENTION
Waldorf-Astoria Hotel
AND THE RADIO ENGINEERING SHOW
Coliseum, New York City

MARCH 23 · 24 25 · 26

THE INSTITUTE OF RADIO ENGINEERS
1 East 79th Street, New York 21, N. Y.



New transistorized headset amplifier for TV studio communication

Daven announces a new Transistorized Interphone Amplifier, Type 90, which provides a marked improvement in studio communications. As a companion unit to the Western Electric Type 52 headset, advantages of this transistorized amplifier over the normal induction coil are:

1. A gain of 20 db.
2. Mounts directly in place of the induction coil.
3. Sidetone automatically adjusts when additional stations join the circuit. Receiver level minimizes local acoustical interference.
4. No significant increase in power consumption.
5. Permits up to 32 stations.
6. Manual control with external variable resistor, if desired.
7. Operates from 24 volt "Talk Bus" independent of polarity.

Write today for further information.

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

TODAY, MORE THAN EVER, THE DAVEN ® STANDS FOR DEPENDABILITY

TV NETWORK SHOWSHEET

THE PROGRAMS, THE SCHEDULES, THE SPONSORS *Published first issue in each quarter*

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; F, film; L, live. All times are NYT.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust., L; 10:30-11 *Look Up & Live*, sust.
NBC-TV No network service.

11 a.m.-Noon

ABC-TV 11-11:30 No network service; 11:30-12 *Dean Pike*, sust., L.
CBS-TV 11-11:30 *Eye on New York*, sust., L; 11:30-12 *Camera Three*, sust.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 *College News Conference*, sust., L; 12:30-1 *Johns Hopkins File*, sust., L.
CBS-TV No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Open Hearing*, sust., L; 1:30-2 No network service.
CBS-TV No network service.
NBC-TV 1-1:30 No network service; 1:30-2 *Frontiers of Faith*, sust., L.

2-3 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 2-2:30 *Wisdom*, sust., F. (starting in mid-January *Pro Basketball* will start at 2 p.m.); 2:30-3 *NBA-Pro Basketball*, Bayuk, Gen. Mills, L.

3-4 p.m.

ABC-TV 3-3:30 No network service; 3:30-4 *Roller Derby*, sust., L.
CBS-TV No network service.
NBC-TV 3-4 *Basketball*, cont.

4-5 p.m.

ABC-TV 4-4:30 *Roller Derby*, cont.; 4:30-5 *Bowling Stars*, American Machine & Foundry, F.
CBS-TV 4-4:45 No network service; 4:45-5 *Network News*, sust., L.
NBC-TV 4-5 *Basketball*, cont.

5-6 p.m.

ABC-TV 5-5:30 *Paul Winchell Show*, Hartz Mountain Products, General Mills, L; 5:30-6 *Lone Ranger*, Gen. Mills, Cracker Jack, The Fritos Co., F.
CBS-TV 5-5:30 *G.E. College Bowl*, Gen. Electric, L; 5:30-6 *Original Amateur Hour*, Pharmaceuticals, L.
NBC-TV 5-6 *Omnibus*, Aluminium Ltd., L. alt. with *NBC Kaleidoscope*, sust., L.

SUNDAY EVENING

6-7:30 p.m.

ABC-TV 6-7 No network service; 7-7:30 *You Asked For It*, Skippy Peanut Butter, F.
CBS-TV 6-6:25 *Small World*, Olin Mathieson, L; 6:25-6:30 *CBS News*, sust., L; 6:30-7 *Twentieth Century*, Prudential Life, F; 7-7:30 *Lassie*, Campbell Soups, F.
NBC-TV 6-6:30 *Meet the Press*, sust., L; 6:30-7 *Chet Huntley Reporting*, sust., L.; 7-7:30 *Saber of London*, Sterling Drug, F.

7:30-8 p.m.

ABC-TV 7:30-8 *Maverick*, Kaiser, Drackett, F.
CBS-TV 7:30-8 *Jack Benny Show*, alt. with *Bachelor Father*, American Tobacco, F.
NBC-TV 7:30-8 *Northwest Passage*, RCA, R.J. Reynolds, F.

8-9 p.m.

ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Lawman*, R. J. Reynolds, Gen. Mills, F.
CBS-TV 8-9 *Ed Sullivan Show*, Mercury Cars and Eastman Kodak, L.
NBC-TV 8-9 *Steve Allen Show*, Greyhound, du Pont, Polaroid, Norelco, Mutual of Omaha, L.

9-10 p.m.

ABC-TV 9-9:30 *Colt .45*, Beech-Nut Life Savers, F; 9:30-10 To be announced.
CBS-TV 9-9:30 *GE Theatre*, General Electric, F; 9:30-10 *Alfred Hitchcock*, Bristol-Myers, F.
NBC-TV 9-10 *Chevy Show*, Chevrolet, L.

10-11 p.m.

ABC-TV *Meet McGraw*, sust., F.
CBS-TV 10-10:30 *Keep Talking*, P. Lorillard, alt. with Lever, L; 10:30-11 *What's My Line*, Kellogg & Helene Curtis, L.
NBC-TV 10-10:30 *The Loretta Young Show*, Procter & Gamble, F.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV 11-11:15 *Sunday News Special*, Whitehall, alt. with Carter, L.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 7-8 *Today*, Am. Agricultural Chemical Co., California Prune Advisory Board, duPont, General Electric, Grove Labs, Heinz, Nat'l Presto Industries, Outboard Marine, Rock of Ages, Block Drug, Mar Pro Inc., L.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:45 *Captain Kangaroo*, part., L; 8:45-9 *CBS Morning News*, sust., L.
NBC-TV 8-9 *Today*, cont.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 9-10 *Today*, cont.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *For Love or Money*, sust., L; 10:30-11 *Play Your Hunch*, Gerber, Scott, Lever, L.
NBC-TV 10-10:30 *Dough Re Mi*, Armour, Gold Seal, Mentholatum, L.; 10:30-11 *Treasure Hunt*, Alberto-Culver, Mentholatum, Brillo, Pharmaceuticals, Chesebrough-Pond's, Pillsbury, Corn Products, P&G, Frigidaire, Sterling Drug, Gen. Mills, Whitehall, Heinz, Lever, L.

11 a.m.-Noon

ABC-TV 11-11:30 No network service; 11:30-12 *Peter Lind Hayes Show*, Shulton, Amana, Reynolds, Nestle, Minn. Mining, L.
CBS-TV 11-11:30 *Arthur Godfrey Time*, Standard Brands, Bristol-Myers, Pharmaceuticals, Libby, Glamorene, U. S. Steel, Ronson, Gen. Mills, L; 11:30-12 *Top Dollar*, Colgate, L.
NBC-TV 11-11:30 *The Price Is Right*, Alberto-Culver, Chesebrough-Pond's, Corn Products, Frigidaire, Gen. Mills, Lever, Mentholatum, Miles Labs, Pillsbury Mills, Sandura, Standard Brands, Sunshine, Sterling Drug, Whitehall. L; 11:30-12 *Concentration*, Armour, Alberto-Culver, Chesebrough-Pond's, Frigidaire, Heinz, Lever, Miles Labs, Nabisco, Pharmaceuticals, Pillsbury, Whitehall Labs, L.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING & LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Peter Lind Hayes Show*, cont., Gen. Foods, Sunshine, Lever Bros., Shulton, Armour, Drackett, Gen. Mills, American Home Foods, Beech-Nut, L; 12:30-1 *Play Your Hunch*, Minn. Mining, Johnson & Johnson, Beech-Nut, Seeman Bros., Lever, Gen. Foods, Armour, Reynolds, Gen. Mills, Nestle, Bristol-Myers, L.
CBS-TV 12-12:30 *Love of Life*, American Home Products, Atlantis, Quaker Oats, Lever, Gen. Mills and sust., L; 12:30-12:45 *Search for Tomorrow*, P&G, L; 12:45-1 *Guiding Light*, P&G, L.
NBC-TV 12-12:30 *Tic Tac Dough*, Alberto-Culver, Chesebrough-Pond's, Gen. Mills, Heinz, Pillsbury, P&G, Standard Brands, Sunshine Biscuit, L; 12:30-1 *It Could Be You*, Alberto-Culver, Armour, Brillo, C-P, Corn Products, Mentholatum, Miles Labs, Pharmaceuticals, Pillsbury, P&G, Standard Brands, Whitehall, L.

1-2 p.m.

ABC-TV 1-1:30 *Liberace Show*, Armour, Gen. Foods, Minn. Mining, Drackett, Reynolds, Beech-Nut, L; 1:30-2 No network service.
CBS-TV 1-1:25 No network service; 1:25-1:30 *Network News*, sust., L; 1:30-2 *As the World Turns*, P&G, Pillsbury, Swift, Sterling Drug, Miles, Libby, L.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Day in Court*, Gen. Foods, American Home Foods, Bristol-Myers, Drackett, J&J, Nestle, Minn. Mining, L; 2:30-3 *Music Bingo*, Gen. Mills, Minn. Mining, Beech-Nut, Gen. Foods, American Home Foods, J&J, Bristol-Myers, L.
CBS-TV 2-2:30 *Jimmy Dean Show*, Libby, Miles, Gerber, Kodak, Lever, General Mills, Armstrong, Van Camp and sust. segments, L; 2:30-3 *Art Linkletter's Houseparty*, Kellogg, Lever, Pillsbury, Swift, Standard Brands, Toni, Staley, Chicken o' the Sea, Atlantis, L.
NBC-TV 2-2:30 *Truth or Consequences*, Alberto-Culver, and sust., L; 2:30-3 *Haggis Baggis*, Brillo, Lever, Mentholatum, L.

3-4 p.m.

ABC-TV 3-3:30 *Beat the Clock*, Gen. Foods, Lever Bros., Beech-Nut, Drackett, Armour, Seeman Bros., L; 3:30-4 *Who Do You Trust*, Beech-Nut Life Savers. Gen. Foods, J&J, Bristol-Myers, Minn. Mining, Campbell Soup, Amana, Gillette, L.
CBS-TV 3-3:30 *The Big Payoff*, Colgate-Palmolive and sust., L; 3:30-4 *The Verdict is Yours*, Gen. Mills, Toni, Swift, Atlantis, Standard Brands, Bristol-Myers, S. C. Johnson, Carnation, Lever, Quaker Oats, Libby, Sterling Drug, Scott, and sust., L.
NBC-TV 3-3:30 *Young Dr. Malone*, Armour, P&P, Nabisco, L; 3:30-4 *From These Roots*, Frigidaire, P&G, L.

4-5 p.m.

ABC-TV 4-5 *American Bandstand*, Eastco, Gen. Mills, Lever, Vick Chemical, 5th Ave. Candy, Welch, Hollywood Candy, Gaylord Products, Carter Products, Gillette, L.
CBS-TV 4-4:15 *The Brighter Day*, Procter & Gamble, L; 4:15-4:30 *Secret Storm*, American Home Products, Quaker Oats, Gen. Mills, Scott, and sust., L; 4:30-5 *Edge of Night*, P&G, Pharmaceuticals, Atlantis, Pet Milk, American Home Products, Pillsbury, Sterling Drug and sust., L.
NBC-TV 4-4:30 *Queen for a Day*, Alberto-Culver, Chesebrough-Pond's, Corn Products, Miles Labs, Pillsbury, P&G, Standard Brands, Whitehall, L; 4:30-5 *County Fair*, Frigidaire, Gen. Mills, H. J. Heinz, Lever Bros., Nabisco, Sterling Drug, Gold Seal, L.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, cont., 5:30-6 (Mon., Wed., Fri.) *Mickey Mouse Club*, Sweets Co., Mattel, Gen. Mills, Bristol-Myers, P&G, Mars Inc., F; (Tues. & Thurs.) *Adventure Time*, sust.
CBS-TV No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-7:15 No network service; 7-15-7:30 *News*, sust., L.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, Brown & Williamson, Whitehall, L; 7-7:15 No network service; 7:15-7:30 *News*, Goodyear, Whitehall, L.
NBC-TV No network service.

11:15 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 11:15 p.m.-1 a.m. *The Jack Paar Show*, Alberto-Culver, American Marietta, Block Drug, Bristol-Myers, Hagon Chemicals, General Electric, General Foods.

Pharmacraft, Philip Morris, Polaroid, Sandura, Studebaker-Packard, Wagner Mfg., Kayser-Roth Corp., L.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Texas Rangers*, Sweets Co., F.
CBS-TV 7:30-8 *Name That Tune*, American Home Products, L.
NBC-TV 7:30-8 *Tic Tac Dough*, P&G, L.

8-9 p.m.

ABC-TV 8-8:30 *Polka-Go-Round*, sust., L; 8:30-9 *Bold Journey*, Ralston Purina, F.
CBS-TV 8-8:30 *The Texan*, Brown & Williamson, F; 8:30-9 *Father Knows Best*, Lever, Scott Paper Co., F.
NBC-TV 8-8:30 *Restless Gun*, P&G, Sterling Drug, F; 8:30-9 *Tales of Wells Fargo*, American Tobacco, Buick, F.

9-10 p.m.

ABC-TV 9-9:30 *Voice of Firestone*, Firestone Tire & Rubber, L; 9:30-10 *Doctor I.Q.*, sust., L.
CBS-TV 9-9:30 *Danny Thomas Show*, Gen. Foods, F; 9:30-10 *Ann Sothern Show*, Gen. Foods, F.
NBC-TV 9-9:30 *Peter Gunn*, Bristol-Myers, F; 9:30-10 *Alcoa/Goodyear Theatre*, Alcoa alt. with Goodyear, F.

10-11 p.m.

ABC-TV 10-10:30 *Patti Page Show*, Oldsmobile, L; 10:30-10:45 *John Daly & the News*, Lorillard, L.
CBS-TV 10-10:30 *Desilu Playhouse*, Westinghouse, F.
NBC-TV 10-10:30 *Arthur Murray Party*, Lorillard, Pharmaceuticals, tape.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Cheyenne*, alt. with *Sugarfoot*, Johnson & Johnson, Harold F. Ritchie, Armour & Co., American Chicle, Luden's, F.
CBS-TV 7:30-8 *Stars in Action*, sust., F.
NBC-TV 7:30-8 *Dragnet*, Pillsbury, F.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne* or *Sugarfoot*, cont.; 8:30-9 *Wyatt Earp*, Gen. Mills, P&G, F.
CBS-TV 8-8:30 *Invisible Man*, sust., F; 8:30-9 *To Tell the Truth*, Carter, Marlboro, L.
NBC-TV 8-9 *George Gobel Show*, RCA alt. with *Eddie Fisher Show*, L&M, L.

9-10 p.m.

ABC-TV 9-9:30 *Rifleman*, Miles Labs, Ralston Purina, P&G, F; 9:30-10 *Naked City*, Brown & Williamson, Quaker Oats, F.
CBS-TV 9-9:30 *Arthur Godfrey Show*, Pharmaceuticals, Toni Co., L; 9:30-10 *Red Skelton Show*, S. C. Johnson, Pet Milk, F.
NBC-TV 9-9:30 *George Burns Show*, Colgate, F; 9:30-10 *Bob Cummings Show*, R. J. Reynolds, F.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents*, Aluminum Co., F; 10:30-10:45 *John Daly & the News*, P. Lorillard, L.
CBS-TV 10-11 *Garry Moore Show*, Revlon, Kellogg, Pittsburgh Plate Glass, L.
NBC-TV 10-10:30 *Californians*, Singer, Lipton, F.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Plymouth Show—Lawrence Welk*, Plymouth, L.
CBS-TV 7:30-8 *Twilight Theatre*, sust., F.
NBC-TV 7:30-8 *Wagon Train*, Ford, Nat'l Biscuit, R. J. Reynolds, F.

8-9 p.m.

ABC-TV 8-8:30 *Plymouth Show*, cont.; 8:30-9 *Ozzie & Harriet*, Eastman Kodak, Quaker Oats, F.
CBS-TV 8-9 *Pursuit*, Mennen, American Home, P&G, L&F.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *The Price Is Right*, Lever, Speidel, L.

9-10 p.m.

ABC-TV 9-9:30 *Donna Reed Show*, Campbell Soup, Shulton, F; 9:30-10 To Be Announced.
CBS-TV 9-9:30 *The Millionaire*, Colgate, F; 9:30-10 *I've Got A Secret*, R. J. Reynolds, L.
NBC-TV 9-9:30 *Kraft Music Hall Starring Milton Berle*, Kraft, L; 9:30-10 *Bat Masterson*, Kraft/Sealtest, F.

SPECIAL PROGRAMS ON NETWORK TV

ABC-TV

Jan. 12: 7:30-8:30 p.m.
Shirley Temple's Storybook—"Sleeping Beauty," John H. Breck.
Jan. 18: 5:30-7 p.m.
Bing Crosby Golf Tournament, Oldsmobile.
Jan. 18: 9:30-10:30 p.m.
All-Star Bowling Tournament, American Machine & Foundry.
Feb. 2: 7:30-8:30 p.m.
Shirley Temple's Storybook—"Rip Van Winkle," John H. Breck.
Feb. 23: 7:30-8:30 p.m.
Shirley Temple's Storybook—"The Nightingale," John H. Breck.
Feb. 25: 9:30-10:30 p.m.
Bing Crosby Show, Oldsmobile.
March 16: 7:30-8:30 p.m.
Shirley Temple's Storybook, John H. Breck.

CBS-TV

Jan. 19: 10-11 p.m.
High Adventure With Lowell Thomas, Delco.
Jan. 23: 9-11 p.m.
Phil Silvers Revue, Pontiac.
Jan. 24: 12 noon-1 p.m.
Young People's Concert, sustaining.
Jan. 25: 4:30-5:30 p.m.
New York Philharmonic Concert, Lincoln.
Jan. 28: 9:30-11 p.m.
What Every Woman Knows, du Pont.
Feb. 22: 4:30-5:30 p.m.
New York Philharmonic Concert, Lincoln.
Feb. 24: 9:30-11 p.m.
Hamlet, du Pont.
Feb. 28: 12 noon-1 p.m.
Young People's Concert, sustaining.
March 26: 8-9:30 p.m.
The Human Comedy, du Pont.

NBC-TV

Jan. 12: 8:30-9:30 p.m.
Adventures in Music, American Telephone & Telegraph.
Jan. 16: 9-10 p.m.
The Bob Hope Show, Buick.
Jan. 18: 7-8 p.m.
Ten Little Indians, Rexall Drug Co.
Jan. 26: 7:30-8:30 p.m.
The Alphabet Conspiracy, American Telephone & Telegraph.
Feb. 5: 9:30-11 p.m.
Hallmark Hall of Fame, Hallmark Cards.
Feb. 10: 8-9 p.m.
Music Program (title to be announced), American Telephone & Telegraph.
Feb. 10: 9:30-10:30 p.m.
The Bob Hope Show, Buick.
Feb. 11: 8:30-9 p.m.
Meet Mr. Lincoln, Lincoln National Life Insurance.
Feb. 11: 10-11 p.m.
Fred Astaire Show (repeat), Chrysler.
Feb. 28: 9-10 p.m.
Special to be announced (tentative), Pontiac.
March 7: 5-5:30 p.m.
Women's Major League Bowling, Brunswick-Balke-Collender.
March 10: 9-10 p.m.
The Bob Hope Show, Buick (tentative, possible Mar. 13, 8-9 p.m.).
March 11: 9-10 p.m.
Music Show, title to be announced (tentative), American Telephone & Telegraph.
March 14: 4 p.m.-conclusion.
NIT College Basketball, Bayuk Cigars.
March 15: 10-11 p.m.
My Three Angels, Rexall Drug.
March 21: 4 p.m.-conclusion.
NIT College Basketball, Bayuk Cigars.
March 22: 6-7 p.m.
The Unchained Goddess, repeat, American Telephone & Telegraph.
March 23: 9:30-11 p.m.
Hallmark Hall of Fame, "Green Pastures," repeat, Hallmark Cards.
March 24: 8-9 p.m.
Perry Como Special (tentative), Pontiac.
March 28: 5-5:30 p.m.
Women's Major League Bowling, Brunswick-Balke-Collender.
March 29: 4-5 p.m.
Mary Martin Special, tentative, possible March 29 at 7:30-9, sponsor to be announced.

10-11 p.m.

ABC-TV 10-10:45 *Wednesday Night Fights*, Miles Labs, Mennen, L; 10:45-11 *John Daly & the News*, sust., L.
CBS-TV 10-11 *U. S. Steel Hour*, U. S. Steel, alternating with *Armstrong Circle Theatre*, Armstrong Cork, L.
NBC-TV 10-10:30 *This Is Your Life*, P&G, L.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Leave It To Beaver*, Miles, Ralston, F.
CBS-TV 7:30-8 *I Love Lucy*, Clairol, Pillsbury, F.
NBC-TV 7:30-8 *Jefferson Drum*, sust., F.

8-9 p.m.

ABC-TV 8-8:30 *Zorro*, Seven-Up, A. C. Sparkplug, F; 8:30-9 *The Real McCoys*, Sylvania, P&G, F.
CBS-TV 8-8:30 *December Bride*, General Foods, F; 8:30-9 *Yancy Derringer*, S. C. Johnson, F.
NBC-TV 8-8:30 *Steve Canyon*, Liggett & Myers, F; 8:30-9 *It Could Be You*, Pharmaceuticals, L.

9-10 p.m.

ABC-TV 9-9:30 *Pat Boone, Chevy Showroom*, Chevrolet, L; 9:30-10 *Rough Riders*, P. Lorillard, F.
CBS-TV 9-9:30 *Zane Grey Theatre*, S. C. Johnson, Gen. Foods, F; 9:30-10 *Playhouse 90*, American Gas Assn., Kimberly-Clark, All State Insurance, Procter & Gamble, F.
NBC-TV 9-9:30 *Behind Closed Doors*, L&M, alt. with American Home, F; 9:30-10 *Tennessee Ernie Ford*, Ford Motors, L.

10-11 p.m.

ABC-TV 10-10:30 *This Is Music*, sust., L; 10:30-10:45 *John Daly & the News*, Lorillard, L.
CBS-TV 10-11 *Playhouse 90*, cont.
NBC-TV 10-10:30 *You Bet Your Life*, Lever, alt. with Toni, F.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Rin Tin Tin*, Nat'l Biscuit, F.
CBS-TV 7:30-8 *Your Hit Parade*, American Tobacco, L.
NBC-TV 7:30-8 *Buckskin*, Pillsbury, alt. with sust., F.

8-9 p.m.

ABC-TV 8-9 *Walt Disney Presents*, Reynolds Metals, Kellogg Co., Hills Bros., F.
CBS-TV 8-8:30 *Trackdown*, Socony Mobil Oil, American Tobacco, F; 8:30-9 *Jackie Gleason*, Lever, Pharmaceuticals, L.
NBC-TV 8-9 *Ellery Queen*, RCA alt. sust., F.

9-10 p.m.

ABC-TV 9-9:30 *Man With a Camera*, General Electric, F; 9:30-10 *77 Sunset Strip*, American Chicle, Whitehall, Carter, Ritchie, F.
CBS-TV 9-9:30 *Phil Silvers*, Reynolds, Schick, F; 9:30-10 *Lux Playhouse*, Lever, alt. with *Schlitz Playhouse*, Schlitz, L.
NBC-TV 9-9:30 *M-Squad*, American Home alt. sust., F; 9:30-10 *The Thin Man*, Colgate, F.

10-11 p.m.

ABC-TV 10-10:30 *77 Sunset Strip*, cont.; 10:30-10:45 *John Daly & the News*, Lorillard, L.
CBS-TV 10-10:30 *The Lineup*, Procter & Gamble, F; 10:30-11 *Person to Person*, P. Lorillard, alt. with Revlon, L.
NBC-TV 10-10:45 *Cavalcade of Sports*, Gillette, L; 10:45-11 *Fight Beat*, sust., L.

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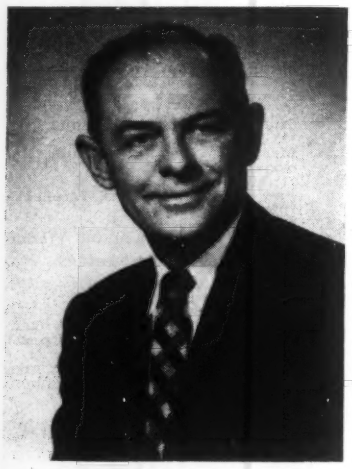

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SATURDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Captain Kangaroo*, sust., L; 10:30-11 *Mighty Mouse*, Gen. Foods, Colgate-Palmolive, alt., F.
NBC-TV 10-10:30 *Howdy Doody*, Continental Baking, alt. with Sweets Co., L;10:30-11 *Ruff & Reddy*, Gen. Foods, alt. with Mars Inc., F.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-11:30 *Heckle and Jeckle*, Swift, Gen. Mills, sust., F; 11:30-12 *Adventures of Robin Hood*, sust., F.
NBC-TV 11-11:30 *Fury*, Gen. Foods, alt. with Borden, F; 11:30-12 *Circus Boy*, Mars Inc. alt. sust., F.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 12-12:30 *True Story*, Sterling Drug, L; 12:30-1 *Detective's Diary*, Sterling Drug, F.

1-2 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV No network service.

2-7:30 p.m.

ABC-TV 2-5 No network service; 5-6 *All-Star Golf*, Miller Brewing, Reynolds Metals, F; 6-7:30 No network service.
CBS-TV 2-conclusion *Professional Hockey*, Carling National Brewing, Standard Oil, Stroh Brewing, L; 5:30-6 *Lone Ranger*, Nestle, alt. with Gen. Mills, F; 6-7:30 No network service.
NBC-TV 2-3 No network service; 3-conclusion *College Basketball*, sust., L; 4-5:30 See Specials; 5:30-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8 *Dick Clark Show*, Beech-Nut-Life Savers, L.
CBS-TV 7:30-8 *Perry Mason*, Parliament, Gulf, Hamm, Sterling Drug, F.
NBC-TV 7:30-8 *People Are Funny*, R. J. Reynolds, alt. with Toni, F.

8-9 p.m.

ABC-TV 8-9 *Jubilee U. S. A.*, Massey-Ferguson, Williamson-Dickie, L.
CBS-TV 8-8:30 *Perry Mason*, cont., Sterling Drug & sust.; 8:30-9 *Wanted: Dead or Alive*, Brown & Williamson, F.
NBC-TV 8-9 *Perry Como Show*, American Dairy, Noxzema, RCA/Whirlpool, Sunbeam, Chemstrand, Elgin, Polaroid, L.

9-10 p.m.

ABC-TV 9-10 *Dodge Dancing Party*, Dodge, L.
CBS-TV 9-9:30 *The Gale Storm Show*, Nestle, Lever, F; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall, F.
NBC-TV 9-9:30 *Black Saddle*, Liggett & Myers, F; 9:30-10 *Cimarron City*, sust., F.

10-11 p.m.

ABC-TV 10-10:30 *Sammy Kaye*, sust., L.
CBS-TV 10-10:30 *Gunsmoke*, Liggett & Myers, Remington Rand, F.
NBC-TV 10-10:30 *Cimarron City*, cont.; 10:30-11 *D. A.'s Man*, Liggett & Myers, F.

RADIO NETWORKS

SUNDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *News*, sust.; 7:35-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:30 *Radio Bible Class*, Radio Bible Class; 8:30-9 *Wings of Healing*, Dr. Thomas Wyatt.
CBS 8-8:15 *CBS News*, sust.; 8:15-8:30 No network service; 8:30-9 *Sunday Morning Gatherin'*, co-op.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *News*, Hudson Vitamins; 8:35-8:45 *America's Top Tunes;* co-op; 8:45-9 No network service.
NBC 8-8:05 *News*, sust.; 8:05-8:15 *Great Choirs of America*, sust.; 8:15-8:30 *Faith in Action*, sust.; 8:30-9 *Bible Study Hour*, Evangelical Foundation.

9-10 a.m.

ABC 9-9:05 *Weekend News*, sust.; 9:05-9:30 No network service; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc.
CBS 9-9:15 *CBS Radio World News Roundup*, seg.; 9:15-9:30 *Entertainment U. S. A.*, sust.; 9:30-10 *Church of the Air*, sust.
MBS 9-9:30 *Wings of Healing*, Wings of Healing 9:30-10 *Back to God*, Christian Reformed Church.
NBC 9-9:05 *News*, sust.; 9:05-9:15 *World News Roundup*, co-op; 9:15-9:30 *Art of Living*, sust.; 9:30-10 *Voice of Prophecy*, Voice of Prophecy Inc. (split network with *Bible Study Hour* on remainder of network).

10-11 a.m.

ABC 10-10:05 *Weekend News*, sust.; 10:05-10:30, *Message of Israel*, sust.; 10:30-10:55 *Negro College Choirs*, sust.; 10:55-11 *Weekend News*, sust.
CBS 10-10:05 *Robert Trout & the News*, Chevrolet; 10:05-10:30 *E. Power Biggs*, sust.; 10:30-10:35 *Ford Road Show With Vic Damone*, Ford Motors; 10:35-11 *Invitation to Learning*, sust.
MBS 10-10:30 *Radio Bible Class*, Radio Bible Class; 10:30-11 *Voice of Prophecy*, Voice of Prophecy.
NBC 10-10:05 *News*, sust.; 10:05-10:30 *National Radio Pulpit*, sust.; 10:30-11 *Monitor*, part.; (10:30-11 split network with *Voice of Prophecy* on portion of network and *Bible Study Hour* on remainder).

11 a.m.-Noon

ABC 11-11:30 No network service; 11:30-11:55 *Christian In Action*, sust.; 11:55-12 *Weekend News*, sust.
CBS 11-11:05 *CBS News*, sust.; 11:05-11:15 *Charles Collingwood*, seg.; 11:15-11:30 *As Others See Us*, sust.; 11:30-12 *Salt Lake City Tabernacle*, sust.
MBS 11-11:15 *Frank & Ernest*, Dawn Bible Students Assn.; 11:15-11:30 *How Christian Science Heals*, First Church of Christ, Scientist; 11:30-11:35 *News*, Hudson Vitamins; 11:35-12 *UN News Around the World*, sust.
NBC 11-12 *Monitor*, part.; (11:30-12 split network with *Voice of Prophecy* on portion of network and *Bible Study Hour* on remainder).

SUNDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:30 No network service; 12:30-12:35 *Weekend News*, sust.; 12:35-12:55 *Moods in Melody*, sust.; 12:55-1 *Weekend News*, sust.
CBS 12-12:05 *Robert Trout and the News*, Chevrolet; 12:05-12:10 *News Analysis*, Delco; 12:10-12:30 No network service; 12:30-12:35 *Ford Road Show*, Ford Motors; 12:35-1 No network service.
MBS 12-12:05 *News*, co-op; 12:05-12:15 *America's Top Tunes*, co-op; 12:15-12:30 *Keep Healthy*, co-op; 12:30-12:35 *Sports News*, sust.; 12:35-12:45 *America's Top Tunes*, co-op; 12:45-1 *How Christian Science Heals*, First Church of Christ Scientist.
NBC 12-12:30 *Monitor*, part.; 12:30-1 *The Eternal Light*, sust., (split network with *Voice of Prophecy* on certain stations).

1-2 p.m.

ABC 1-1:15 *It's Your Business*, sust.; 1:15-1:30 *As We See It*, sust.; 1:30-1:55 *Pilgrimage*, sust.; 1:55-2 *Weekend News*, R. J. Reynolds, Grove Labs.
CBS 1-1:05 *Robert Trout*, Chevrolet; 1:05-2 *Cleveland Orchestra*, sust.
MBS 1-1:30 *Hour of Decision*, Billy Graham Evangelical Assn.; 1:30-2 *Lutheran Hour*, Lutheran Layman's League.
NBC 1-1:30 *Monitor*, part.; 1:30-2 *The Lutheran Hour*, Lutheran Layman's League (split network with *Eternal Light* on certain stations).

2-3 p.m.

ABC 2-2:30 *Oral Roberts*, Oral Roberts Evangelistic Assn.; 2:30-3 *Herald of Truth*, Highland Churches of Christ.
CBS 2-2:05 *Robert Trout & the News*, Chevrolet; 2:05-2:55 *Portland Junior Symphony*, sust.; 2:55-3 *Ford Road Show*, Ford.
MBS 2-2:30 *Hour of Decision*, Billy Graham Evangelical Assn.; 2:30-2:35 *News*, Hudson Vitamins; 2:35-3 *America's Top Tunes*, co-op.
NBC 2-2:30 *Monitor*, part.; 2:30-3 *The Catholic Hour*, sust.

3-4 p.m.

ABC 3-3:05 *Weekend News*, Reynolds; 3:05-3:10 *Speaking of Sports*, sust.; 3:10-3:30 *Sammy Kaye Serenade*, sust.; 3:30-4 *Hour of Decision*, Billy Graham Evangelistic Assn.
CBS 3-3:05 *CBS News*, sust.; 3:05-4 *Big News of 1958*, sust.
MBS 3-3:05 *News*, co-op; 3:05-3:30 *America's Top Tunes*, co-op; 3:30-3:35 *News*, co-op; 3:35-4 *America's Top Tunes*, co-op.
NBC 3-4 *Monitor*, part.

4-5 p.m.

ABC 4-4:30 *Old Fashioned Revival Hour*, Gospel Broadcasting Co.; 4:30-5 *Radio Bible Class*, Radio Bible Class.
CBS 4-4:30 *Big News in 1958* (cont.); 4:30-4:35 *Ford Road Show*, Ford; 4:35-5 To Be Announced.
MBS 4-4:05 *News*, co-op; 4:05-4:30 *America's Top Tunes*, co-op; 4:30-4:35 *News*, sust.; 4:35-5 *College Crossfire*, sust.
NBC 4-5 *Monitor*.

5-6 p.m.

ABC 5-5:30 *Dr. Bob Pierce*, World Vision Inc.; 5:30-6 No network service.
CBS 5-5:05 *Robert Trout and the News*, Chevrolet; 5:05-5:30 *Yours Truly, Johnny Dollar*, seg.; 5:30-5:55 *Suspense*, seg.; 5:55-6 *Ford Road Show*, Ford
MBS 5-5:05 *News*, co-op; 5:05-5:30 *Reporter's Roundup*, co-op; 5:30-5:35 *Sports News—Don Dunphy*, sust.; 5:35-6 *America's Top Tunes*, co-op.
NBC 5-6 *Monitor*, part.

SUNDAY EVENING

6-7 p.m.

ABC 6-6:15 *Monday Morning Headlines*, R. J. Reynolds, Grove Labs; 6:15-6:30 *Paul Harvey News*, Banker's Life & Casualty Co.; 6:30-6:45 *Quincy Howe*, sust.; 6:45-7 George Sokolsky.
CBS 6-6:05 *CBS News*, sust.; 6:05-6:30 *Have Gun, Will Travel*, seg.; 6:30-6:55 *Gunsmoke*, seg.; 6:55-7 *Robert Trout & the News*, Chevrolet.
MBS 6-6:15 *Walter Winchell*, Bon-Ami, Tangee; 6:15-6:30 *Dr. Poling Answers*, Christian Herald; 6:30-6:35, *News*, sust.; 6:35-7 *Bill Stern's Sports Beat*, co-op.
NBC 6-6:15 *Monitor*, part.; 6:15-6:30 *On the Line With Bob Considine*, Mutual of Omaha; 6:30-6:32:30 *Monitor*, part.; 6:32:30-7 *Meet the Press*, sust.

7-8 p.m.

ABC 7-7:05 *Speaking of Sports*, sust.; 7:05-7:15 *White House Report*, sust.; 7:15-7:30 *Overseas Assignment*, sust.; 7:30-7:55 No network service; 7:55-8 *Weekend News*, R. J. Reynolds.
CBS 7-7:05 *News Analysis*, Delco; 7:05-7:30 *Indictment*, seg.; 7:30-7:35 *Ford Road Show*, Ford; 7:35-8 *Sez Who*, seg.
MBS 7-7:30 *Wings of Healing*, Wings of Healing; 7:30-7:35 *News*, sust.; 7:35-8 *America's Top Tunes*, co-op.
NBC 7-8 *Monitor*, part.

8-9 p.m.

ABC 8-8:05 *Speaking of Sports*, sust.; 8:05-8:30 *The Noble Challenge*, American Foundation for the Blind; 8:30-8:55 *Disaster*, American National Red Cross; 8:55-9 *Weekend News*, R.J. Reynolds.
CBS 8-8:05 *CBS News*, Delco; 8:05-9 *Mitch Miller Show*, seg.
MBS 8-8:30 *Hour of Decision*, Billy Graham Evangelical Assn.; 8:30-8:35 *News*, sust.; 8:35-9 *America's Top Tunes*, co-op.
NBC 8-9 *Monitor*, part.

9-10 p.m.

ABC 9-9:05 *Speaking of Sports*, sust.; 9:05-9:30 *Startime U.S.A.*, sust.; 9:30-9:55 *College News Conference*, sust.; 9:55-10 *News*, R. J. Reynolds.
CBS 9-9:05 *CBS News*, Delco; 9:05-9:30 *The World Tonight*, seg.; 9:30-10 *Face the Nation*, sust.
MBS 9-9:05 *News*, co-op; 9:05-9:30 *Science Is My Beat*, sust.; 9:30-9:35 *Sports News*, sust.; 9:35-9:45 *Virgil Pinkley*, co-op; 9:45-10 *Dan Smoot Show*, co-op.
NBC 9-10 *Monitor*, part.

10-11 p.m.

ABC 10-10:15 *Erwin Canham*, sust.; 10:15-10:30 No network service; 10:30-11 *Revival Time*, Assemblies of God.
CBS 10-10:05 *CBS News*, sust.; 10:05-10:15 *Sunday Sports Resume*, seg.; 10:30-11 *Church of the Air*, sust.
MBS 10-10:30 *Marian Theatre*, sust.; 10:30-10:35 *News*, America's Future; 10:35-10:45 *News*, co-op; 10:45-11 *Music Beyond the Stars*, co-op.
NBC 10-10:30 *Hour of Decision*, Billy Graham Evangelistic Assn. (split network with *Monitor*, part., on remainder of network); 10:30-11 *Back to God Hour*, Christian Reformed Church.

11 p.m.-Midnight

ABC 11-11:05 *Weekend News*, sust.; 11:05-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-11:30 *Tommy Dorsey Orch. With Warren Covington*, sust.; 11:30-12 *Duke Ellington Orch.*, sust.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *Oklahoma City Symphony*, sust.; 11:30-11:35 *News*, sust.; 11:35-12 *Oklahoma City Symphony*, sust.
NBC 11-12 *Monitor*, part.

Midnight-1 a.m.

ABC No network service.
CBS 12-12:05 *CBS News*, sust.; 12:05-1 No network service.
MBS No network service.
NBC 12-12:05 *News*, sust.; 12:05-1 No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC No network service.
CBS 7-7:05 *Rusty Draper Show*, R. J. Reynolds; 7:05-7:45 No network service; 7:45-7:50 *Ned Calmer & the News;* 7:50-7:55 No network service; 7:55-8 *Ned Calmer*, R.J. Reynolds, Lewis Howe.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *Colgate Sportsreel With Bill Stern*, Colgate-Palmolive; 7:35-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:15 *News Around the World*, Colgate-Palmolive; 8:15-8:55 No network service; 8:55-9 *Paul Harvey—News*, Beltone.
CBS 8-8:15 *CBS World News Roundup*, co-op; 8:15-8:55 No network service; 8:55-9 *Rusty Draper Show*, R. J. Reynolds.
MBS 8-8:15 *News*, co-op; 8:15-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *Colgate Sportsreel With Bill Stern*, Colgate-Palmolive; 8:35-9 *America's Top Tunes*, co-op.
NBC No network service.

9-10 a.m.

ABC 9-10 *Breakfast Club*, Campana, Kretschmer, Appian Way Pizza, Clairol, KVP, Mentholatum, Renuzit, Magla Products, C. H. Musselman, A. E. Staley, Van Nuys, Hudson Vitamin.
CBS 9-9:15 *CBS News of America*, co-op; 9:15-9:20 *Rusty Draper Show*, R. J. Reynolds; 9:20-10 No network service.
MBS 9-9:15 *Robert F. Hurleigh—News*, co-op; 9:15-9:30 *America's Top Tunes*, co-op; 9:30-9:35 *News*, Halogene; 9:35-10 *America's Top Tunes*, co-op.
NBC 9-9:05 *News*, part.; 9:05-9:30 No network service; 9:30-9:45 *World News Roundup*, co-op; 9:45-10 No network service.

10-11 a.m.

ABC 10-10:10 *The Peter and Mary Show*, A. E. Staley; 10:10-10:25 No network service; 10:25 - 10:30 *Commentary — Bob Fleming;* 10:30-10:55 No network service; 10:55-11 *Late News*, General Foods.
CBS 10-10:05 *CBS News*, sust.; 10:05-11 *Arthur Godfrey Time*, seg.
MBS 10-10:05 *News*, co-op; 10:05-10:30 To be announced; 10:30-10:35 *News*, General Foods; 10:35-10:40 *Bill Stern Sportsreel*, Colgate-Palmolive; 10:40-10:45 *Boris Karloff Presents*, co-op; 10:45-10:50 *Easy Listening*, co-op; 10:50-10:55 *Fred Robbins—Assignment Hollywood*, co-op; 10:55-11 *The Big Decision*, co-op.
NBC 10-10:05 *News*, part.; 10:05-11 *My True Story*, part.

11 a.m.-Noon

ABC 11-11:25 No network service; 11:25-11:30 *Commentary — Bill Shadel;* 11:30-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-11:05 *CBS News;* 11:05-11:30 *Whispering Streets*, seg.; 11:30-11:45 No network service; 11:45-12 *Howard Miller Show*, Wrigley.
MBS 11-11:05 *News*, co-op; 11:05-11:30 To be announced; 11:30-11:35 *News*, General Foods; 11:35-12 *Queen for a Day*, co-op.
NBC 11-11:05 *News*, part.; 11:05-12 *Bert Parks' Bandstand*, part.

MONDAY-FRIDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:15 *Paul Harvey*, co-op; 12:15-12:20 *Sunshine Boys*, Sterling Drugs; 12:20-12:55 No network service; 12:55-1 *Late News* General Foods.
CBS 12-12:05 *CBS News*, sust.; 12:05-12:15 *Peter Lind Hayes and Mary Healy*, Staley; 12:15-12:30 *Backstage Wife*, seg.; 12:30-12:45 *Romance of Helen Trent*, seg.; 12:45-1 *Our Gal Sunday*, seg.
MBS 12-12:05 *News*, co-op; 12:05-12:15 *America's Top Tunes*, co-op; 12:15-12:30 *The Answer Man*, co-op; 12:30-12:35 *News*, Sterling Drug; 12:35-1 No network service.
NBC 12-12:05 *News*, part.; 12:05-1 No network service.

1-2 p.m.

ABC 1-1:55 No network service; 1:55-2 *Late News*, Ex-Lax, General Foods.
CBS 1-1:15 *This Is Nora Drake*, seg.; 1:15-1:30 *Ma Perkins*, seg.; 1:30-1:45 *Young Dr. Malone*; 1:45-2 *The Road of Life*, seg.
MBS 1-1:15 *News With Cedric Foster*, co-op; 1:15-1:30 *America's Top Tunes*, co-op; 1:30-1:35 *News With Gabriel Heatter*, General Foods; 1:35-2 *America's Top Tunes*, co-op.
NBC 1-1:05 *News*, part.; 1:05-2 No network service.

2-3 p.m.

ABC 2-2:55 No network service; 2:55-3 *Late News*, General Foods.
CBS 2-2:05 *CBS News*, sust.; 2:05-2:15 *The Right to Happiness*, seg.; 2:15-2:30 *Second Mrs. Burton*, seg.; 2:30-2:45 *The Couple Next Door*, seg.; 2:45-3 *Just Entertainment*, seg.
MBS 2-2:05 *News*, co-op; 2:05-2:30 *America's Top Tunes*, co-op; 2:30-2:35 *News*, General Foods; 2:35-3 *America's Top Tunes*, co-op.
NBC 2-2:05 *News*, part.; 2:05-2:30 *Don Ameche's Real Life Stories*, part.; 2:30-2:45 *One Man's Family*, part.; 2:45-3 *The Affairs of Dr. Gentry*, part.

3-4 p.m.

ABC 3-3:55 No network service; 3:55-4 *Late News*, sust.
CBS 3-3:30 *Houseparty*, seg.; 3:30-3:35 *Rusty Draper*, sust.; 3:35-4 No network service.
MBS 3-3:05 *News*, co-op; 3:05-3:30 *America's Top Tunes*, co-op; 3:30-3:35 *News*, Halogene; 3:35-4 *America's Top Tunes*, co-op.
NBC 3-3:05 *News*, part.; 3:05-3:30 *Five Star Matinee*, part.; 3:30-3:45 *Woman in My House*, part.; 3:45-4 *Pepper Young's Family*, part.

4-5 p.m.

ABC 4-4:25 No network service; 4:25-4:30 *Commentary—Don Goddard;* 4:30-4:55 No network service; 4:55-5 *Late News*, sust.
CBS 4-4:55 No network service; 4:55-5 *CBS News*, sust.
MBS 4-4:05 *News*, co-op; 4:05-4:30 *America's Top Tunes*, co-op; 4:30-4:35 *News*, Hudson Vitamins; 4:35-4:45 No network service; 4:45-5 *America's Top Tunes*, co-op.
NBC 4-4:05 *News, part.;* 4:05-5 No network service.

5-6 p.m.

ABC 5-5:25 No network service; 5:25-5:30 *Commentary—John Secondari;* 5:30-5:55 No network service; 5:55-6 *Late News*, sust.
CBS 5-5:30 No network service; 5:30-5:45 (Fri. only) *U.N. On the Record*, sust.; 5:45-6 No network service.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *America's Top Tunes*, co-op; 5:30-5:35 *News*, Sinclair Oil; 5:35-5:45 No network service; 5:45-6 *America's Top Tunes*, co-op.
NBC 5-5:05 *News*, part.; 5:05-5:30 No network service; 5:30-5:35 *Daily Business Trends*, local station participation; 5:35-6 No network service.

MONDAY-FRIDAY EVENING

6-7 p.m.

ABC 6-6:15 No network service; 6:15-6:30 *Quincy Howe*, co-op; 6:30-6:40 *John Daly*, Cadillac; 6:40-6:45 *Paul Harvey*, Midas, R. J. Reynolds; 6:45-6:50 *Late Sports*, sust.; 6:50-7 No network service.
CBS 6-6:05 *Allan Jackson*, sust.; 6:05-6:45 No network service; 6:45-6:55 *Lowell Thomas*, Delco; 6:55-7 *Business News*, sust.
MBS 6-6:05 *News*, co-op; 6:05-6:30 (Mon.-Thurs.) *America's Top Tunes*, co-op; (Fri.) *The Big Decision*, co-op; 6:30-6:35 *News*, Reynolds; 6:35-7 *America's Top Tunes*, co-op.

NBC 6-6:05 *News*, part.; 6:05-6:45 No network service; 6:45-7 *Three Star Extra*, Sun Oil, co-op & sust.

7-8 p.m.

ABC 7-7:15 *Edward P. Morgan*, AFL-CIO; 7:15-7:55 No network service except Wed. (7:30-8:30) *The Plymouth Show—Lawrence Welk*, Plymouth; Mon., Tues., Thurs., Fri., 7:55-8 *Late News*, Grove Labs.
CBS 7-7:05 *Sports Time*, R. J. Reynolds; 7:05-7:30 *Amos 'n' Andy*, seg.; 7:30-7:45 *Answer Please*, seg.; 7:45-8 *Edward R. Murrow*, co-op.
MBS 7-7:15 *Fulton Lewis Jr.*, co-op; 7:15-7:30 *Assignment People*, sust.; 7:30-7:35 *News*, co-op; 7:35-8 (Mon.) *Magic of Music*, sust.; (Tues.) *The Army Hour*, sust.; (Wed.) *Family Theatre*, sust.; (Thurs.) *By the People*, sust.; (Fri.) *Lombardoland, USA*, sust.
NBC 7-7:05 *News*, part.; 7:05-7:15 No network service; 7:15-7:30 *Man on the Go*, co-op; 7:30-7:45 *News of the World*, part.; 7:45-8 *Life and the World*, part.

8-9 p.m.

ABC 8-8:25 No network service; 8:25-8:30 *Commentary—Quincy Howe*, sust.; 8:30-8:55 No network service; 8:55-9 *Late News*, sust.
CBS 8-8:30 *Robert Q. Lewis*, seg.; 8:30-8:35 *CBS News*, sust.; 8:35-9 *Jazz Is My Beat*, seg.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *The World Today*, part.; 8:30-8:35 *Bill Stern*, Halogene; 8:35-9 *Capital Assignment*, co-op.
NBC 8-8:05 *News*, part.; 8:05-8:30 (Mon.) *You Bet Your Life*, part.; (Tues.) *Nightline*, part.; (Wed.) *People Are Funny*, part.; (Thurs.) *Nightline*, part.; (Fri.) *Monitor*, part.; 8:30-9 (Mon.-Thurs.) *Nightline*, part; (Fri.) *Monitor*, part.

9-10 p.m.

ABC 9-9:55 No network service; 9:55-10 *People in the News*, Grove Labs.
CBS 9-9:05 *Robert Trout*, sust.; 9:05-9:25 *The World Tonight*, seg.; 9:25-9:30 *News Analysis With Eric Sevareid*; 9:30-10 (Mon.) *Capitol Cloakroom*, sust.; (Tues.) To be announced; (Wed.) Dance Orch., sust.; (Thurs.) *Duke Ellington Orchestra*, sust.; (Fri.) *Freddy Martin Orch.*, sust.
MBS 9-9:05 *News*, co-op; 9:05-9:15 *U.N. Radio Preview*, sust.; 9:15-9:30 *Music Beyond the Stars*, co-op; 9:30-9:35 *News*, Scranton; 9:35-10 *Music Beyond the Stars*, co-op.
NBC (Mon.-Thurs.) 9-9:05 *News*, part.; 9:05-10 *Nightline*, part.; (Fri.) 9-9:05 *News*, part.; 9:05-9:55 *Monitor*, part.; 9:55-10 *News*, part.

10-11 p.m.

ABC 10-10:05 *John W. Vandercook*, AFL-CIO; 10:05-10:30 No network service; 10:30-10:55 No network service; 10:55-11 *Late News*, sust.
CBS 10-10:05 *CBS News*, sust.; 10:05-10:30 (Mon.) *Irving Fields Trio*, sust.; (Tues.) *Bill Snyder Trio*, sust.; (Wed.) *Dance Orch.*, sust.; (Thurs.) *Florian Zabach Orch.*, sust.; (Fri.) *Dance Orch.*, sust.; 10:30-11 (Mon. & Tues.) *Ralph Flanagan*; (Wed.) *Dance Orch.*, sust.; (Thurs. & Fri.) *Guy Lombardo Orch.*, sust.
MBS 10-10:05 *News;* co-op; 10:05-10:30 *Music Beyond the Stars*, co-op; 10:30-10:35 *News*, Hudson, 10:35-11 *Music Beyond the Stars*, co-op.
NBC 10-10:05 (Mon.-Thurs.) *News*, part.; 10:05-10:30 (Mon.) *International Bandstand*, sust.; (Tues.) *Treasury of Music*, sust.; (Wed.) *Public Affairs Series*, sust.; (Thurs.) *Treasury of Music*, sust.; 10:30-10:45 (Mon.-Thurs.) *News of the World* (repeat) part.; 10:45-11 (Mon.-Thurs.) *Life and the World*, repeat; 10-10:30 (Fri.) *Boxing*, Gillette; 10:30-11 (Fri.) *Sports Highlights*, part.

11 p.m.-Midnight

ABC 11-11:55 No network service; 11:55-12 *Late News*, sust.
CBS 11-11:10 *CBS News*, sust.; 11:10-11:30 (Mon., Tues., Thurs.) *Eddie Layton Trio;* (Wed.) *Dance Orch.*, sust.; (Fri.) *Florian Zabach*, sust.; 11:30-12 (Mon.) *Sarah Vaughan*, sust.; (Tues.) *Leon Kelner*, sust.; (Wed.) *Dance Orch.*, sust.; (Thurs. & Fri.) *Gene Krupa*, sust.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *Music Beyond the Stars*, co-op; 11:30-11:35 *News*, sust.; 11:35-12 *Music Beyond the Stars.*
NBC 11-11:05 *News*, part.; 11:05-12 No network service.

Midnight-1 a.m.

ABC No network service.
CBS 12-12:05 *CBS News*, sust.; 12:05-1 No network service.
MBS No network service.
NBC No network service.
(Note: programs except those listed co-op, fully sponsored or sustaining are sold to various network participating sponsors.)

SATURDAY MORNING

7-8 a.m.

ABC No network service.
CBS No network service.
MBS 7-7:05 *News*, co-op; 7:05-7:30 *America's Top Tunes*, co-op; 7:30-7:35 *News*, Scranton; 7:35-8 *America's Top Tunes*, co-op.
NBC No network service.

8-9 a.m.

ABC 8-8:15 *News Around the World*, sust.; 8:15-8:30 *Changing Times*, Kiplinger; 8:30-8:55 No network service; 8:55-9 *Weekend News*, R.J. Reynolds.
CBS 8-8:15 *CBS World News Roundup*, co-op; 8:15-9 No network service.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *America's Top Tunes*, co-op; 8:30-8:35 *News*, Symphonic Electronics; 8:35-9 *America's Top Tunes*, co-op.
NBC No network service.

9-10 a.m.

ABC 9-9:15 *Changing Times*, Kiplinger; 9:15-9:55 No network service; 9:55-10 *Weekend News*, Reynolds.
CBS 9-9:05 *News*, sust.; 9:05-9:15 *News*, co-op; 9:15-9:30 *Man Around the House*, seg.; 9:30-9:45 *CBS Farm News*, seg.; 9:45-10 *Garden Gate*, seg.
MBS 9-9:05 *News*, co-op; 9:05-9:30 *America's Top Tunes*, co-op; 9:30-9:35 *News*, Hudson Vitamins; 9:35-10 *America's Top Tunes*, co-op.
NBC 9-9:05 *News*, sust.; 9:05-10 *Monitor*, part.

10-11 a.m.

ABC 10-10:30 *Story Princess*, U.S. Pharmacal, World Travelers Co.; 10:30-10:55 No network service; 10:55-11 *Weekend News*, Reynolds.
CBS 10-10:05 *Allan Jackson & the News*, Chevrolet; 10:05-11 *Galen Drake Show*, seg.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *America's Top Tunes*, co-op; 10:30-10:35 *News*, Halogene; 10:35-11 *America's Top Tunes*, co-op.
NBC 10-11 *Monitor*, part.

11 a.m.-Noon

ABC 11-11:55 No network service; 11:55-12 *Weekend News*, R.J. Reynolds.
CBS 11-11:05 *Allan Jackson & the News*, Chevrolet; 11:05-12 *Robert Q. Lewis*, seg.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *America's Top Tunes*, co-op; 11:30-11:35 *News*, Scranton; 11:35-12 *America's Top Tunes*, co-op.
NBC 11-12 *Monitor*, part.

SATURDAY AFTERNOON

Noon-1 p.m.

ABC 12-12:25 No network service; 12:25-12:30 *News*, sust.; 12:30-12:55 *American Farmer*, sust.; 12:55-1 *Weekend News*, R.J. Reynolds.
CBS 12-12:05 *Allan Jackson*, Chevrolet; 12:05-12:30 *Amos 'n' Andy*, seg.; 12:30-12:55 *Gunsmoke*, seg.; 12:55-1 To Be Announced.
MBS 12-12:05 *News*, co-op; 12:05-12:30 *Wheel of Chance*, co-op; 12:30-12:35 *Sports News*, Symphonic Electronics; 12:35-1 *Wheel of Chance*, co-op.
NBC 12-12:25 *National Farm and Home Hour*, Allis-Chalmers (limited network only, remainder of stations available are sustaining—split network with *Monitor*, part.); 12:25-12:30 *Alex Dreier*, Morton Salt; 12:30-12:45 *Red Foley*, Hess & Clark; (limited network only, split with *Monitor*, part.); 12:45-1 *Monitor.*

1-2 p.m.

ABC 1-1:05 *Speaking of Sports*, sust.; 1:05-1:30 *Andy Reynolds Ranch Boys*, sust.; 1:30-1:55 *Shake the Maracas*, sust.; 1:55-2 *Weekend News*, Reynolds.
CBS 1-1:05 *Allan Jackson*, Chevrolet; 1:05-1:30 *City Hospital*, seg.; 1:30-1:35 No network service; 1:35-1:50 *Adventures in Science*, sust.; 1:50-1:55 *Allan Jackson*, Chevrolet; 1:55-2 *News Analysis*, Delco.
MBS 1-1:05 *News*, co-op; 1:05-1:15 No network service; 1:15-1:30 *America's Top Tunes*, co-op; 1:30-1:35 *News*, Hudson; 1:35-2 *America's Top Tunes*, sust.
NBC 1-1:45 *Monitor*, part.; (also repeats *Farm & Home*, 1-1:25; *Dreier*, 1:25-1:30; and *Red Foley*, 1:30-1:45) 1:45-2 *Monitor*, part.

2-3 p.m.

ABC 2-2:55 *Matinee*, sust.; 2:55-3 *Weekend News*, R.J. Reynolds.
CBS 2-3 *Metropolitan Opera*, Texaco.
MBS 2-2:05 *News*, co-op; 2:05-2:30 *America's Top Tunes;* 2:30-2:35 *News*, Symphonic Electronics; 2:35-3 *America's Top Tunes*, co-op.
NBC 2-3 *Monitor*, part.

3-4 p.m.

ABC 3-3:55 *Matinee*, sust.; 3:55-4 *Weekend News*, R.J. Reynolds.
CBS 3-4 *Metropolitan Opera*, (cont.)
MBS 3-3:05 *News*, co-op; 3:05-3:30 *America's Top Tunes*, co-op; 3:30-3:35 *News*, Halogene; 3:35-4 *America's Top Tunes*, co-op.
NBC 3-4 *Monitor*, part.

4-5 p.m.

ABC 4-4:55 No network service; 4:55-5 *Weekend News*, Reynolds.
CBS 4-5 *Metropolitan Opera* (cont.).
MBS 4-4:05 *News*, co-op; 4:05-4:30 *America's Top Tunes*, co-op; 4:30-4:35 *News*, Hudson; 4:35-5 *America's Top Tunes*, co-op.
NBC 4-5 *Monitor*, part.

5-6 p.m.

ABC 5-5:30 No network service; 5:30-5:35 *Speaking of Sports*, sust.; 5:35-5:55 No network service; 5:55-6 *Weekend News*, Reynolds.
CBS 5-5:30 *Metropolitan Opera* (cont.); 5:30-6 *Make Way for Youth*, sust.
MBS 5-5:05 *News*, co-op; 5:05-5:30 *America's Top Tunes*, co-op; 5:30-5:35 *Sports News*, Symphonic Electronics; 5:35-6 *America's Top Tunes*, co-op.
NBC 5-6 *Monitor*, part.

SATURDAY EVENING

6-7 p.m.

ABC 6-6:30 *Navy Hour*, sust.; 6:30-6:35 *Speaking of Sports*, sust.; 6:35-6:55 No network service; 6:55-7 *Weekend News*, Reynolds.
CBS 6-6:05 *CBS News*, sust.; 6:05-6:30 *Vincent Lopez Orch.*, sust.; 6:30-6:55 *Saturday at the Chase*, sust.; 6:55-7 *CBS News*, sust.
MBS 6-6:05 *News*, co-op; 6:05-6:10 *Viewpoint*, sust.; 6:15-6:30 No network service; 6:30-6:35 *News*, Scranton; 6:35-7 *America's Top Tunes*, co-op.
NBC 6-7 *Monitor*, part.

7-8 p.m.

ABC 7-7:30 *At Ease*, sust.; 7:30-7:35 *Speaking of Sports*, sust.; 7:35-7:55 No network service; 7:55-8 *Weekend News*, Reynolds.
CBS 7-7:05 *Sports Time With Frank Gifford*, sust.; 7:05-7:10 No network service; 7:10-7:30 *An Eye on Sports*, seg.; 7:30-8 *Upbeat Saturday Night*, seg.
MBS 7-7:05 *News*, sust.; 7:05-7:30 *Hawaii Calls*, sust.; 7:30-8 *Word of Life Hour*, Word of Life.
NBC 7-8 *Monitor*, part.

8-9 p.m.

ABC 8-8:30 *Vincent Lopez Show*, sust.; 8:30-8:55 No network service; 8:55-9 *Weekend News*, Reynolds.
CBS 8-8:05 *Allan Jackson & the News*, Chevrolet; 8:05-8:30 *World Tonight*, seg.; 8:30-9 *New York Philharmonic*, sust.
MBS 8-8:05 *News*, co-op; 8:05-8:30 *Bandstand, U.S.A.*, co-op.; 8:30-8:35 *Sports News*, Halogene; 8:35-9 *Bandstand, U.S.A.*, co-op.
NBC 8-9 *Monitor*, part.

9-10 p.m.

ABC 9-9:25 *Lawrence Welk's Army Show*, sust.; 9:25-9:30 *Speaking of Sports*, sust.; 9:35-9:55 No network service; 9:55-10 *Weekend News*, Reynolds.
CBS 9-10 *New York Philharmonic*, cont.
MBS 9-9:05 *News*, co-op; 9:05-9:30 *Bandstand, U.S.A.*, co-op; 9:30-9:35 *News*, Scranton; 9:35-10 *Bandstand, U.S.A.*, co-op.
NBC 9-9:30 *Monitor*, part; 9:30-10 *Grand Ole Opry*; R.J. Reynolds (limited network only, remainder of stations available on sustaining basis).

10-11 p.m.

ABC 10-10:30 No network service; 10:30-10:35 *Speaking of Sports*, sust.; 10:35-10:55 No network service; 10:55-11 *Weekend News*, Reynolds.
CBS 10-10:30 *New York Philharmonic*, cont.; 10:30-11 *Vincent Lopez Orch.*, sust.
MBS 10-10:05 *News*, co-op; 10:05-10:30 *Music Beyond the Stars*, co-op; 10:30-10:35 *News*, Hudson; 10:35-11 *Music Beyond the Stars*, co-op.
NBC 10-11 *Monitor*, part.

11 p.m.-Midnight

ABC 11-11:55 No network service; 11:55-12 *Weekend News*, sust.
CBS 11-11:10 *News*, sust.; 11:10-11:30 *Bill Snyder Trio*, sust.; 11:30-12 *Duke Ellington Orch.*, sust.
MBS 11-11:05 *News*, co-op; 11:05-11:30 *Music Beyond the Stars*, co-op; 11:30-11:35 *News*, sust.; 11:35-12 *Music Beyond the Stars*, co-op.
NBC 11-12 *Monitor*, part.

Midnight-1 a.m.

ABC No network service.
CBS 12-12:05 *CBS News*, sust.; 12:05-1 No network service.
MBS No network service.
NBC 12-12:05 *News*, sust.; 12:05-1 No network service.

Station Authorizations, Applications

As Compiled by BROADCASTING

Dec. 31 through Jan. 7: Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATIONS

Terre Haute, Ind.—Plains Television Corp. ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 978 ft., above ground 996.5 ft. Estimated construction cost $706,662, first year operating cost $550,000, revenue $700,000. P.O. address 190 N. State St., Chicago. Studio-Trans. location, one mile SW of Farmersburg. Geographic coordinates 39° 13' 41" N. Lat., 87° 23' 47" W. Long. Trans.-ant., RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Applicant is licensee of WICS Springfield and permittee of WCHU Champaign, both Illinois. Announced Dec. 31.

Yakima, Wash.—Yakima Valley Television Co. ch. 23 (524-530 mc); ERP 20.9 kw vis., 11.3 kw aur.; ant. height above average terrain 957.6 ft., above ground 147.8 ft. Estimated construction cost $67,989, first year operating cost $90,000, revenue $138,000. P.O. address 4211 Richey Rd. Studio location Yakima. Trans. location Ahtnaum ridge south of Yakima. Geographic coordinates 46° 31' 56" N. Lat., 120° 30' 25.92" W. Long. Trans.-ant., RCA. Consulting engineer Harold C. Singleton, Portland, Ore. Ralph Tronsrud, realtor, is sole owner. Announced Jan. 5.

New Am Stations

APPLICATIONS

Clovis, Calif.—Elbert H. Dean and **Richard E. Newman** 790 kc., 500 w D. P.O. address 5226 N. Teilman Ave., Fresno, Calif. Estimated construction cost $22,738, first year operating cost $27,600, revenue $48,000. Equal partners Dean and Newman have been employes of KARM-AM-FM Fresno. Announced Jan. 5.

Douglas, Ga.—Coffee County Bcstrs. Inc. 1310 kc, 1 kw D. P.O. address Box 426. Estimated construction cost $25,376, first year operating cost $38,400, revenue $48,000. Owners are **Floyd D. Wade** (30%), in lumber; **Thomas H. Frier** (17½%), publisher; **David H. Bailey** (17½%), in bottling, and others. Announced Jan. 5.

Meridian, Idaho—Ralph F. W. Frazer 1010 kc. 1 kw D. P.O. address 145 Warm Springs Ave., Boise, Idaho. Estimated construction cost $26,000, first year operating cost $35,000, revenue $38,000. Mr. Frazer is account executive, KBOI-AM-TV Boise. Announced Dec. 31.

Rolla, Mo.—Rolla Bcstrs. 1590 kc 1 kw D. P.O. address 5300 Lamar, Mission, Kan. Estimated construction cost $14,865, first year operating cost $28,904, revenue $36,998. **Roy D. Stanley,** sole owner, is employe, KBKC Mission. Announced Jan. 7.

Valentine, Neb.—Valentine Bcstg. Co. 940 kc. 5 kw D. P.O. address % Robert Thomas, station WJAG, Norfolk, Neb. Estimated construction cost $23,114, first year operating cost $33,000, revenue $35,000. WJAG Inc. owns 62.5% of applicant. Announced Jan. 5.

Ellenville, N.Y.—Ellenville Bcstg. Co. 1370 kc. 500 w D. P.O. address 9 Phyllis Dr. Estimated construction cost $25,182, first year operating cost $45,000, revenue $50,000. Equal partners **Jerome Z.** and **Samuel Elkin, Charles W. Letter** and **Henry W. Weiss** are Ellenville businessmen. Announced Jan. 7.

Norwalk, Ohio—Norwalk Bcstg. Inc. 1240 kc. 100 w. unl. P.O. address 39 Stoutenburg Dr. Estimated construction cost $23,000, first year operating cost $50,000, revenue $50,000. Owners are **Dudley A. White Jr.,** publisher (80%) and others. Announced Jan. 7.

Greenville, Tenn. — Norman A. Thomas 1450 kc. 250 w unl. P.O. address Box 428, Chattanooga, Tenn. Estimated construction cost $12,975, first year operating cost $44,000, revenue $48,000. Mr. Thomas owns WDNT Dayton, Tenn. Announced Jan. 5.

Navasota, Tex.—Whitten Bcstg. Co. 1550 kc. 250 w D. P.O. address Navasota. Estimated construction cost $14,265, first year operating cost $30,000, revenue $40,000. Equal partners **J. G.** and **R. H. Whitten** publish newspapers. Announced Jan. 5.

Bristol, Va.—Tri-Cities Radio Corp. 940 kc. 50 kw D. P.O. address 920 Holston Ave., Bristol, Tenn. Estimated construction cost $194,151, first year operating cost $107,352, revenue $180,000. Owners are **Mr.** and **Mrs. James C. Wilson** (70%), who have 12½% interest in WOPI Bristol, Tenn., and **Carl R. Moore** (30%), in swimming pool sales, etc. Announced Jan. 5.

Existing Am Stations

APPLICATIONS

KFMB San Diego, Calif.—Cp to increase daytime power from 5 kw to 50 kw and install new trans.

WFRP Savannah, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WKBV Richmond, Ind.—Cp to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment.

WENY Elmira, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WJTN Jamestown, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WGGO Salamanca, N.Y.—Cp to increase power from 1 kw to 5 kw; install directional ant. daytime and new trans. and delete remote control operation of trans.

KOBH Hot Springs, S.D.—Cp to decrease power from 1 kw to 500 w.

KNOW Austin, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KOYL Odessa, Tex.—Cp to increase power from 500 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

KCCB Corning, Ark.—Eulis W. Cochran, 1260 kc.

KHSJ Hemet, Calif.—L&B Bcstg. Co., 1320 kc.

WTTT Arlington, Fla.—Regional Bcstg. Co., 1220 kc. Changed from WPEG.

WCPK College Park, Ga.—Robert A. Carley, 1570 kc.

WBBT Lyons, Ga.—Twin City Bcstg. Co., 1340 kc.

WIOI New Boston, Ohio—Grady M. Sinyard, 1010 kc.

KARS San Antonio, Tex.—Leal Bcstg. Co., 1250 kc. Changed from KEXX.

New Fm Stations

APPLICATIONS

Indianapolis, Ind.—Twin State Bcstg. Inc. 94.7 mc, 51.9 kw. P.O. address 1330 N. Meridian St. Estimated construction cost $43,550, first year operating cost $5,000. Applicant, owned by **Time Inc.,** is licensee of WFBM-AM-TV Indianapolis and WTCN-AM-TV Minneapolis. Announced Dec. 31.

Havre de Grace, Md.—Chesapeake Bcstg. Corp. 103.7 mc, 3.78 kw. P.O. address Box 97. Estimated construction cost $9,250, first year operating cost $5,000. Applicant plans to duplicate programs of WASA Havre de Grace, of which it is licensee. Announced Jan. 7.

Palmyra, Pa.—William N. Reichard 92.1 mc, 740 w. P.O. address 707 Arlington St., Tamaqua, Pa. Estimated construction cost $11,503, first year operating cost $20,000, revenue $25,000. Applicant is employe of auto dealer. Announced Dec. 31.

Marshall, Tex.—Harrison County Bcstg. Co. 97.3 mc, 5.9 kw. P.O. address Box 791. Estimated construction cost $8,698, first year operating cost $1,200, revenue $6,500. Applicant is licensee of KMHT Marshall. Announced Jan. 5.

San Antonio, Tex.—Sunshine Bcstg. Co. 98.1 mc, 25 kw. P.O. address 1130 Broadway. Estimated construction cost $25,000, first year operating cost $15,000, revenue $15,000. Applicant is licensee of KTSA San Antonio, McClendon station. Announced Jan. 7.

Milwaukee, Wis.—Cream City Bcstg. Co. 95.7 mc, 29.17 kw. P.O. address 2625 W. Wisconsin Ave. Estimated construction cost $34,000, first year operating cost $12,000, revenue $15,000. Applicant is licensee of WMIL Milwaukee. Announced Jan. 7.

Existing Fm Stations

APPLICATIONS

WJLK-FM Asbury Park, N.J.—Cp to change frequency from 94.3 mc, ch. 232, to 101.5 mc, ch. 268; increase ERP from 1 kw to 20 kw; increase ant. height above average terrain from 250 ft. to 271 ft. and install new ant. and trans.

WIUS (FM) St. Croix, V.I.—Mod. of cp as modified, which authorized new fm broadcast station to change ant.-trans. and studio location from Columbus Bay, 3.5 miles NW of Christiansted, St. Croix, V.I., to "Solberg," Charlotte Amalie, Saint Thomas, V.I., and change ERP to 0.399 kw and ant. height above average terrain to 351.2 ft. (100.1 mc).

CALL LETTERS ASSIGNED

KREX-FM Grand Junction, Colo.—Western Slope Bcstg. Co., 92.3 mc.

WFNQ Hartford, Conn.—General Bcstg. Inc., 93.7 mc.

WTCX St. Petersburg, Fla.—Trans-Chord Co., 99.5 mc.

WDAS-FM Philadelphia, Pa.—Max M. Leon Inc., 105.3 mc.

KETO-FM Seattle, Wash.—Chem-Air Inc., 101.5 mc.

Ownership Changes

ACTIONS BY FCC

WEBJ Brewton, Ala.—Granted assignment of license from **William E. Brooks Sr.** and **Jr.,** to **J. W.** and **Catherine C. Gardner,** d/b under same name; consideration $50,800. Announced Jan. 7.

KBLA Burbank, Calif.—Granted assignment of license and cp to **George E. Cameron Jr.,** and **Bcstrs. of Burbank Inc.,** partnership, d/b as **Radio Station KBLA;** consideration $125,000 and 20% interest to **Gordon A. Rogers,** now sole owner. Announced Jan. 7.

WZIP Covington, Ky.—Granted assignment to license and cp to **Greater Cincinnati Radio Inc. (Edward D. Skotch,** president); consideration $211,700. Announced Jan. 7.

WMLF Pineville, Ky.—Granted assignment of license to **South C. Bevins** tr/as **Ken-Te-Va Bcstg. Co.;** consideration $30,600. Announced Jan. 7.

WISP Kinston, N.C.—Granted assignment of license to **Diehl Bcstg. Co. (William K.**

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Diehl, president); consideration $25,000. Announced Jan. 7.

KULE Ephrata, Wash.—Granted assignment of license to **Coulee Bcstg. Corp. (Donald R. Berry,** president); consideration $75,000. Announced Jan. 7.

APPLICATIONS

WGEA Geneva, Ala.—Seeks acquisition of positive control of licensee **(Radio South Ala. Inc.)** by **Miles H. Ferguson** through purchase of 30% from **Howard E. Pill** for $5,000. Mr. Ferguson will increase ownership to 70%. Announced Jan. 5.

KIFW Sitka, Alaska—Seeks assignment of license from **Alaska Bcstg. System Inc.** to **Sitka Bcstg. Co.** for $11,100. Buyers are **Harry C. Lanz** (33%), KIFW manager; **Howard C. Bradshaw** (26%), retail clothier, and others. Announced Jan. 5.

KPAS Banning, Calif.—Seeks relinquishment of positive control of licensee **(Stevens Bcstg. Inc.)** by **Mr.** and **Mrs. Edwin J. Stevens** who are selling 16.4% to **Harrison M. Fuerst** (37½% owner of KVOR Colorado Springs, Colo.) for $2,100. Mr. and Mrs. Stevens retain 37.3%. Announced Jan. 7.

WFNM De Funiak Springs, Fla.—Seeks assignment of license from **Gulfport Bcstg. Co.** to station's general manager, **Leonard Zepp** for $13,000. Announced Jan. 5.

WLOD Pompano Beach, Fla.—Seeks acquisition of negative control (50%) of permittee **(Pompano Beach Bcstg. Corp.)** by each **Arthur F. Harre** and **Leonard A. Versluis** (who presently own 25% apiece) from **Wellington F. Shilling** and **Charles L. Johnston** for $4,000 plus $8,500 repayment of debt to corporation. Announced Jan. 7.

KSAL Salina, Kan.—Seeks assignment of license from **KSAL Inc.** to **Salina Bcstg. Inc. (James Stuart,** sole owner), for $350,000. Mr. Stuart, Lincoln, Neb., financier, has interests in KFOR Lincoln and KRGI Grand Island, both Nebraska, and KMNS Sioux City, Iowa. Announced Jan. 7.

WKDL Clarksdale, Miss.—Seeks transfer of 100% of licensee **(Coahoma Bcstg. Co.)** from **Joseph G. Rachuba** and **John B. Craddock** to **Farley Salmon Jr.** and **William Salmon** in return for assumption of certain indebtedness of corporation. Messrs. Salmon are in farming. Announced Jan. 5.

WMUR Manchester, N.H.—Seeks involuntary transfer of control from **Francis P. Murphy,** deceased, to his estate, Nashua Trust Co. and Agnes H. Fischer, executors. Announced Jan. 7.

WSKN Saugerties, N.Y.—Seeks transfer of 61.75% of licensee **(Skylark Corp.)** from **John Lynker, Mary Campochiaro, Frank Campochiaro** and **Philip M. Baker** to **VIP Radio Inc.** for $37,930. VIP plans to buy additional 15% for $13,550. FCC recently approved VIP purchase of WVIP Mt. Kisco and WNRC-AM-FM new Rochelle, both New York (BROADCASTING, January 5, 1959). Announced Jan. 5.

WCUE-AM-FM Akron, Ohio—Seeks assignment of license from **Akron Bcstg. Corp.** to **WCUE Radio Inc.** for $600,000. Buyers are **Ted Estabrook,** former owner of WERI Westerly, R.I., and WHOO Orlando, Fla., and **Jack Valdes,** former BBDO account executive. Announced Jan. 7.

KRMW The Dalles, Ore.—Seeks transfer of control (100%) of licensee **(Radio Mid-Columbia)** from **Oliver B. Earl** to **Inland Broadcast Co.** for $35,000. Buyer **(Marvyn V. Ling,** 64.8%) is licensee of KWEI Weiser and KAYT Rupert, both Idaho. Announced Dec. 31.

KFIR North Bend, Ore.—Seeks transfer of 100% of licensee **(Bay Bcstg. Co.)** from **Josephine E. Edwards** to **Vernon G. Ludwig** (one-fourth owner of KDOV Medford, Ore.) for $85,000. Announced Jan. 5.

KUBE Pendleton, Ore.—Seeks acquisition of positive control of licensee **(Umatilla Bcstg. Enterprises Inc.)** by **John M. Carroll,** present 49% owner, who is buying **Robert E. Thomlinson's** 49% for $11,000. Announced Dec. 31.

WPEN Philadelphia, Pa.—Seeks transfer of control of licensee **(William Penn Bcstg. Co.)** from **Sun Ray Drug Co.** to **Consolidated Sun Ray Inc.** Merger of Sun Ray with **Consolidated Retail Stores** necessitates this application. Announced Jan. 7.

WTRO Dyersburg, Tenn.—Seeks transfer of 100% of licensee **(Southern General Bcstg. Co.)** from **William E. Davis** and **Pinkney B. Cole Jr.** to **John M. Latham** (one-third owner of WLAY Muscle Shoals, Ala.) for $65,000. Announced Jan. 5.

WHEY Millington, Tenn.—Seeks assignment of license from **Earl W. Daly** to **Memphis-Millington Bcstg. Co.** for $55,000. Buyers are equal partners **Robert G. Watson** and **Fred L. Thomas,** each of whom owns one-third of WLAY Muscle Shoals, Ala. Announced Jan. 7.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Annie Neal Huntting issued initial decision looking toward (1) affirming Feb. 6, 1957 grant of applications of Palm Springs Translator Station Inc., for cp for two new tv translator stations (K70AL and K73AD) to operate on chs. 70 and 73 in Palm Springs, Calif.; (2) granting applications to modify those permits to increase ERP and make changes in ant. system, subject to provision that transmitting ant. equipment and transmission line equipment heretofore installed without authority shall not be used, and (3) denied applications for licenses to cover stations K70AL and K73AD, without prejudice to filing of new applications when construction authorized in permits granted herein has been completed; dates for beginning and completion of construction authorized shall be extended to dates provided in modified construction permits. Announced Jan. 6.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of WILA Inc., to increase power of WILA Danville, Va., from 500 w to 1 kw,

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continuing operation on 1580 kc, daytime only. Announced Dec. 31.

OTHER ACTIONS

Majority of Commission on Jan. 7 directed preparation of document looking toward granting application of North Dakota Bcstg. Co., for new tv station to operate on ch. 11 in Fargo, N.D. Initial decision of May 27, 1958, looked toward this action.

Commission on Jan. 7 directed preparation of document looking toward affirming Aug. 1, 1957, grant of cp to Atlantic Coast Bcstg. Corp. of Charleston for new tv station (WTMA-TV) to operate on ch. 4 in Charleston, S.C., which had been protested by Southern Bcstg. Co. (WUSN-TV, ch. 2), Charleston. Initial decision of June 10, 1958, looked toward this action.

Commission on Jan. 7 directed preparation of document looking toward revoking cp of Nevada Telecasting Corp. for tv station KAKJ (ch. 4), Reno, Nev. Initial decision of March 10, 1958, looked toward this action.

Commission on Jan. 7 directed preparation of document looking toward granting application of Westbrook Bcstg. Co., for new am station to operate on 1440 kc, 5 kw, D, in Westbrook, Me., and denying application of Sherwood J. Tarlow for new am station on same frequency with 500 w, D, in Saco, Me. Initial decision of May 12, 1958, looked toward this action.

By memorandum opinion and order, Commission affirmed its Sept. 3, 1958, grant of application of Gillespie Bcstg. Co. to change facilities of KNAF Fredericksburg, Tex., from 1340 kc, 250 w, unl., to 910 kc, 1 kw, D. In so doing, it granted petition by Red River Valley Bcstg. Corp. (KRRV), Sherman, Tex., to extent of considering and weighing loss of only primary nighttime service to Fredericksburg. However, after such consideration, Commission "is convinced that retention of nighttime service, limited as that service is, is less important than inauguration of new daytime primary service to large population and area Gillespie would serve under its proposal." Vacated frequency is open to new applicants. Commission denied motion by Gillespie to strike KRRV reply to former's opposition to reconsideration. Chairman Doerfer abstained from voting. Announced Jan. 7.

Commission scheduled oral argument for Jan. 29 on following am proceedings: Williamsburg Bcstg. Co., Williamsburg, Va.; Birney Imes Jr. (WMOX), Meridian, Miss., and Mississippi Bcstg. Co., Carthage, Miss.

Routine Roundup

By report and order, Commission (1) dismissed petition by governor of Colorado for reconsideration of its action of June 27, 1957, in rejecting proposals to authorize tv "booster" vhf operation, and (2) terminated rule-making proceedings involving, without adopting, proposals for tv "repeater" station operation in vhf and uhf bands. Comr. Craven dissented; Comr. Cross issued concurring statement.

At same time, Commission adopted public notice (titled "Operation of Unlicensed Boosters" and issued separately) in which it is affording existing unlicensed vhf boosters 90 days to apply for conversion to uhf translators or some other authorized tv operation, but will take immediate enforcement action against any new vhf booster. Comrs. Craven and Cross appended concurring statements.

Commission still has under consideration proposed rules which would permit uhf stations to make limited use of boosters to reach unserved spots in their Grade A service areas. Announced Dec. 31.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Jan. 7

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	56	104	607
FM	544	33	117	76
TV	431[1]	85	103	109

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Jan. 7

	VHF	UHF	TOTAL
Commercial	435	81	516[3]
Non-Commercial	29	8	37[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Nov. 30

	AM	FM	TV
Licensed (all on air)	3,270	544	431[1]
CPs on air (new stations)	45	27	81[2]
CPs not on the air (new stations)	108	115	105
Total authorized stations	3,423	686	666
Applications for new stations (not in hearing)	456	34	49
Applications for new stations (in hearing)	119	30	58
Total applications for new stations	575	64	107
Applications for major changes (not in hearing)	433	29	37
Applications for major changes (in hearing)	48	1	17
Total applications for major changes	481	30	54
Licenses deleted	0	0	0
CPs deleted	1	1	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

BROADCAST ACTIONS
By Broadcast Bureau
Actions of Dec. 31

KVOU, KEPS Uvalde and Eagle Pass, Tex.—Granted assignment of licenses to **Uvalde Bcstrs. Inc.**

WSFM Birmingham, Ala.—Granted assignment of license to **Melonas Bcstg. Co.**, corporation.

WHAM, WHFM (FM) Rochester, N.Y.—Granted transfer of control from **Riggs & Greene Inc.** to **John S. Riggs** and **F. Robert Greene.**

KSUB Cedar City, Utah—Granted transfer of control of **Beehive Telecasting Corp.** (corporation holding control of licensee from **Samuel Nissley,** individually to **Samuel** and **Jeanette C. Nissley,** joint tenants.

KLFD Litchfield, Minn.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: WDVL Vineland, N.J., to 3-31-59; WFPB Lake Worth, Fla., to 4-30-59; WKVT Brattleboro, Vt., to 6-1-59; KFMX (FM) San Diego, Calif., to 6-30-59, and KPAX (FM) San Bernardino, Calif., to 3-30-59.

Actions of Dec. 30

KINT El Paso, Tex.—Granted mod. of cp to change ant.-trans. location; change studio location and make changes in ant. and ground systems (decrease height); remote control permitted; condition.

KDUO (FM) Riverside, Calif.—Granted mod. of cp to change name to Western Bcstg. Co.

KSON-FM San Diego, Calif.—Granted mod. of cp to change ERP to 30 kw; ant. height to 170 ft.; change ant. system (increase height); type of ant. and type trans.; remote control permitted.

KRPM (FM) San Jose, Cailf.—Granted mod. of cp to change studio and ant.-trans. locations and increase ant. height to 155 ft.; condition.

WBRK Pittsfield, Mass.—Granted extension of completion date to 4-21-59.

Actions of Dec. 29

KOSY Texarkana, Ark.—Granted assignment of licenses to **W. Decker Smith.**

WKLM Wilmington, N.C.—Granted assignment of license and cp to WKLM Inc.

WCTW (FM) New Castle, Ind.—Granted transfer of control from **Adaline B. Chambers** and **Robert S. Hunter Jr.,** voting trustees to **Walter S. Chambers Jr.,** et al (all stockholders), through termination of voting trust.

Following stations were granted extensions of completion dates as shown: WSBA

Continued on page 10

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Suburban New York sales manager, opportunities unlimited in nation's fastest growing area. Write or call WHTG, Asbury Park, New Jersey.

Sales

Salesman wanted to take over account list now worth $7000 per year with great opportunity to increase this in solid, progressive station, midwest. Now 1 kw, soon 5 kw. Opening created by staff promotion. Box 111H, BROADCASTING.

Metropolitan Washington's number one station expanding sales force. 5000 watts, 24 hours a day. Genuine ground-floor opportunity. Top station, top money. Big modern chain. Rush snapshot, data, General Manager Box 134H, BROADCASTING.

Metropolitan market in southern New England area looking for aggressive, experienced salesman. Salary plus incentive. Will take over some existing accounts. Send resume and availability. Excellent opportunities for earnings and advancement with independent music and news station. Box 240H, BROADCASTING.

Salesman-announcer for 5 kw North Carolina station. Salary and commission. Prefer southern background. Box 302H, BROADCASTING.

If you are an experienced radio time salesman, with some capital, and would like to form partnership or corporation and buy station in the south, contact me and maybe we can be in business. Box 329H, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman-anrouncer with an eye to the future and a man with management potential for aggressive 250 watter in Panhandle of Nebraska, Chadron. Excellent working conditions. Must be experienced in sales. Television announcing available on talent. Write Bill Finch, KCSR, Chadron, Nebraska. Call Hemlock 2-5545 in Chadron.

Top salesman wanted immediately for swingin'est station west of the Rockies. Producer and permanent or don't apply. Top commission, guarantee. KPRO, 3401 Russell St., Riverside, California.

Announcers

Greater Pittsburgh area station, member of growing chain, seeking staff announcer with minimum of 2 years experience, good employment record, good personal background. Quality operation that demands quality work. Excellent wages and opportunity to move up. Send resume, tape and photo immediately. Box 928G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Radio-announcer, 1st phone. Excellent salary and chance for rapid promotion in 3-station network in Rocky Mountain area. Send letter, tape and other information. Box 970G, BROADCASTING.

Modern radio's outstanding chain expanding. Number one station top ten market adding live-wire, fast-paced announcers, hard-hitting salesmen. Rush tape, snapshot, data. General Manager Box 133H, BROADCASTING.

Stable, creative announcer with first phone, or mature versatile deejay with production spot experience. No top 40, no rock 'n roll. News gathering and writing ability desirable but secondary at present in expanding Illinois kilowatt. Good pay for competent man. Bonus, insurance, sick leave, many fringe benefits. List age, education, experience in detail. Box 143H, BROADCASTING.

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Wanted: Experienced announcer for kilowatt daytimer in Chicago area. 48 hour week guaranteed minimum. Paid insurance, vacation and other fringe benefits. "Local" operation. No disc jockey, top 40 operation. Write giving full details and send tape with letter. Box 271H, BROADCASTING.

Wanted: Topnotch announcer for major role in 1000 watt Pennsylvania daylight station. Good pay for right man! Send all first letter. Box 285H, BROADCASTING.

North central independent needs competent, experienced newsman to report four news programs per day, 5½ day week. Permanent. Box 290H, BROADCASTING.

Top afternoon spot with swingin' major market station in Great Lakes area. Top salary for entertainer who can talk to the kids and sell the adults. An opportunity to work with hep station in expanding group. Rush your best tape to Box 305H, BROADCASTING.

Solid country music station, south-east seeks hard hitting personality. Pay commensurate with ability. Send letter, tape and other information. Box 315H, BROADCASTING.

Wanted. Good announcer with selling experience. Immediate opening, permanent position. Salary commensurate with experience. Box 317H, BROADCASTING.

Newsman with sports experience to become part of 8-man radio and tv news department. No play-by-play. Box 321H, BROADCASTING.

Progressive station in large southern market is looking for 3 top girl disc jockeys. Girls we seek must be attractive, have good personality, and be able to run top personality disc jockey shows. Good salary and excellent working conditions. Rush pictures, tape and complete background to Box 327H, BROADCASTING.

KBUD, Athens, Texas seeking experienced, mature announcer. $325.00 month.

Staff announcer wanted: experience necessary. Regular shift, lot of production work. Send tape of commercials, references, photo, resume to KFOR, Lincoln, Nebraska.

Aggressive station in midwestern market has excellent opportunity for alert, go-getting young personality. Send tape, resume, photo, salary requirements to Jim Holston, WANE, Fort Wayne, Indiana.

Help Wanted—(Cont'd)

Announcers

Florida top music station wants full time disc personality. Send tape full information WDVH, P.O. Box 289, Gainesville, Florida.

Top salary for announcer with music, news, sports station. Good future in friendly, growing, competitive market. Best working conditions. Rush tape and resume or call collect. John Garrison, WFUN, Huntsville, Alabama.

Immediate opening experienced announcer. Full time independent station. Modern studios, new equipment, some combo. Adult station in all America city. No rock and roll. Rush audition, resume, salary requirements, WGIL, Galesburg, Illinois.

Air personality heavy on production and brightness. Immediate opening Send tape, resume to Mark Foster, WGST, Atlanta, Georgia.

Want personality dj ready for immediate move into major market top 40 operation. Rush tape and resume of experience to Dale Moudy, WING, Dayton 2, Ohio.

Disc jockey gags—three books plus brochure of hints for comedy chatter. $5.25 postpaid. DeBu Features, 20 E. Huron, Chicago 11.

Technical

Single, mature, responsible, experienced and congenial first-class engineer with car who can announce reasonably well. Do some announcing, some maintenance, some supervisory work. Not for married men. We want man with initiative to become important part of organization as assistant chief engineer at southeastern mountain-top location. Board and room provided, making salary equivalent high. Write Box 313H, BROADCASTING.

Chief engineer. Only requirement extensive experience in both am and tv. Work under director of engineering. Multiple ownership. This opening five kilowatt am, 316 kilowatt tv upper midwest. Reply Box 319H, BROADCASTING

Urgently need two first class engineers for transmitter and maintenance work, no announcing. 5000 watt network and chain affiliate in West Virginia. Call Morgantown 9488 collect for details.

Immediate opening for chief engineer for one of Montana's leading stations. 250 watt RCA equipped with alternate main transmitter. Good pay. Good working conditions. Excellent medical hospital, pension plan. Contact I. A. Elliot, Manager, KATL, Miles City, Montana.

Good voice, 1st phone for afternoon combo. WAYE, BALTIMORE.

Wanted, chief engineer capable of some announcing duties. Must be experienced. Contact Clay Cline, WDBM, Statesville, N.C. Telephone TRiangle 2-2455.

WQIK, Jacksonville, Florida, going to 5000 watts, needs engineer-announcer who can handle installation, maintenance and short announcing shift. Salary open for the right man. Contact Marshall Rowland, WQIK, Jacksonville 6, Florida. Phone ELgin 4-4501.

Production-Programming, Others

Experienced newsman capable of directing completely equipped 8-man radio and tv department. Narrating in depth. Public service programming and writing editorials. Box 320H, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Ohio station needs experienced pd who knows programming, local news, station promotion, commercial spot and program production. Send complete information re past experience, personal history, tape, photo and references. Material held confidential and will be returned. Box 182H, BROADCASTING.

Like production work, writing and producing jingles commercials, etc? Enjoy announcing for a modern music station? Join one of Michigan's great radio stations. Plenty of employee benefits, plenty of opportunity if you're our man. We need him now, so act fast. Send complete details including salary expected to Box 276H, BROADCASTING. No tapes. Personal interview absolutely necessary.

Continuity director for WFBM and WFBM-TV, Indianapolis. Please send resume and copy samples to Earl Johnson, WFBM, 1330 N. Meridian St., Indianapolis 2, Indiana.

RADIO

Situations Wanted

Management

Manager or commercial manager. If you are 100% satisfied with your station revenue this advertisement will not appeal to you. However, if you know you are not getting the business that you should, then let's get together and discuss your market. Experienced. Box 152H, BROADCASTING.

Broadcast executive available due to station sale. Extremely able, capable with 20 years experience, including sales manager, general manager in radio and television, medium and metropolitan markets. Top references, married, college graduate, age 42. Replies confidential. Resume available. Box 243H, BROADCASTING.

General manager—Expert in formula radio. Wants large market station. Running top formula station medium market 3½ years. Box 256H, BROADCASTING.

Manager-sales manager, solid background local, regional, national sales, small station operation. Now employed. Good references, character, credit. Eleven years play-by-play sports. Also tv sales-announcing. Married, mature. Desire western or southwestern location. Box 326H, BROADCASTING.

IMPORTANT ANNOUNCEMENT

Effective February 2, 1959, all Classified FOR SALE-STATIONS advertising from individuals or brokers must be in the form of display advertising, minimum one inch (2¼" wide by 1" deep).

The one time rate for an inch display, is $20.00. The 13 time rate is $19.00. The 26 time rate is $17.50. The 52 time rate is $15.00 per inch. Proportionate inch rates apply for larger units. (Example: 1½" display on the one time rate costs $30.00.)

If proofs are desired before publication, the deadline is 10 days in advance of Monday publication. Otherwise, final deadline is 7 days in advance, no proofs.

Situations Wanted—(Cont'd)

Management

Presently commercial manager-program director wants to manage small progressive station. Have my own program director. We are both completely reliable radio people. Box 328H, BROADCASTING.

Sales

Experienced salesman—background 14 years sales management, announcing, congenial worker. Box 222H, BROADCASTING.

Good sales technique. Prefer deal including air work. Versatile. Write copy. Operate board. Box 226H, BROADCASTING.

Top salesman in small market radio. Dozen years experience includes announcing, writing and programming. Desires sales opportunity in larger market. Box 295H, BROADCASTING.

Announcers

Spirituals-folk music specialist. Good background. Staff announcer. Versatile. Cooperative. Box 227H, BROADCASTING.

Girl-dj announcer. Run own board. Can sell too. Eager, capable—production, publicity, promotion. Steady, no bad habits. Box 232H, BROADCASTING.

Personality dj—imaginative performer—excellent news and commercial delivery. Friendly style makes listeners friends. $8000. No sign-on, please. Box 238H, BROADCASTING.

Have 1 year experience as dj and news director, will travel. Married, 21, draft free. Good reference. Box 241H, BROADCASTING.

Gospel programs, announcer/producer. Good background. Capable commercial staff duties. Box 247H, BROADCASTING.

Country music personality. Am A-1 disc jockey and interested in promoting shows, etc. Want work in south-east. Best references. If you want a dependable real hillbilly disc jockey, please write Box 270H, BROADCASTING.

Have talent—Will travel! Clean-cut sparkling young personality with broad appeal, college, vet, 9 years radio-tv, flexible, happy, but will only leave present slot for real opportunity in man-sized market. Will rush audition materials. Box 272H, BROADCASTING.

Staff announcer: Hard sell, strong on news, operate board. 2 years college training, 6 months commercial experience. Hard worker, sober, dependable, will travel anywhere. Experience with all types of programming. Currently employed. Will be available January 21. Box 273H, BROADCASTING.

Announcer, young. Eager to learn. Good background. Cooperative. Operate board. Box 278H, BROADCASTING.

Negro announcer/dj. Capable: Sales, music, controls. Good background. References. Box 279H, BROADCASTING.

Experienced announcer. Suitable larger market. Music, news, commercials, copy production. Box 280H, BROADCASTING.

Personality-dj; capable copy, sales, gimmicks Cooperative, reliable. Operate board. Box 281H, BROADCASTING.

PD, announcer-28-married-vet. Eleven years experience all phases College play-by-play. BS radio journalism. No gimmicks! No fire shooting out ears! Prefer midsouth. Box 282H, BROADCASTING.

Family man: Desires relocation, preferably metropolitan, former infantry officer, college graduate, ex baseball manager, employed sportscaster five years, baseball, basketball, hockey, football, play-by-play, network experience. New Year's resolution: To offer another organization enthusiastic, dependable, profitable, sports coverage. Box 284H, BROADCASTING.

Announcer-dj. 2 years experience. Run own board, go anywhere. Box 286H, BROADCASTING.

Swinging stations—presently have top personality show in state's third market. Voice characterization, smooth show. Have ambition, will travel. Box 289H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

If you want experienced, dependable staffer, plus deejay who knows music and has something to say, contact. Have spent two years in market to close to half million people, worked all shifts, some tv news. Now desire change due to management shakeup. Am 26, single, have tapes, resume, and photos, will forward. Box 293H, BROADCASTING.

Adult staffer. 10 years on present job in large market. Box 310H, BROADCASTING.

Unusual relaxed delivery. Perfect late or all-night. News, experienced. Box 314H, BROADCASTING.

Young announcer, recent graduate of SRT in New York City, some experience, seeks any position which will lead to opportunity for announcing. Salary secondary, go anywhere. Box 316H, BROADCASTING.

Outstanding play - by - play. Play - by - play background in professional, college and high school basketball, football, baseball and boxing. Finest references. Presently employed by 50 kw. Eight years experience. Sample of play-by-play by request. Box 331H, BROADCASTING.

Available immediately, experienced announcer, also program. Prefer south, married, 32. Box 333H, BROADCASTING.

Announcer, 1st phone, prefer no maintenance, can do preventative. $80, no car. Box 335H, BROADCASTING.

1st license announcer, no maintenance. Pathfinder graduate. Married. Country, pops. Box 336H, BROADCASTING.

Newscaster. 10 years Ohio. Gather, write, air. Special events. Sports. Box 337H, BROADCASTING.

Available immediately! 3 years radio, year tv. Adult dee-jay; authoritative, intelligent news and commercial delivery; sportscaster. Excellent references; family, veteran. Not interested in experiments, must fill definite position. Please specify opening; music policy. Box 340H, BROADCASTING.

Radio school grad, married, vet, familiar with all phases. Smooth, believeable style, bi-lingual, desires solid, permanent position. Box 341H, BROADCASTING.

Announcer—Experienced. Also sales, service, production-writer. Radio-tv. Good news, sports, commercials. Industrious, enthusiastic. Draft exempt. Box 343H, BROADCASTING.

Combo operator, colored, with 1st class license, fed up with navigating by subway, seeks suburban or exurban connection in northeast. Ideas, taped dj shows for the asking. Box 344H, BROADCASTING.

No experience but plenty on the ball-good production-SRT trained. Married, vet. Box 345H, BROADCASTING.

New personality negro announcer. NYU trained, CBS method. Will relocate. Salary open. Box 346H, BROADCASTING.

Experienced announcer wants job in New York or New Jersey area. Write Box 348H, BROADCASTING.

Looking for a country dj? I'm your man! Eight years experience. Can also handle pop music. Veteran, married, contact Box 350H, BROADCASTING.

Available immediately: Combo, first phone experience. Contact Bill Cordell. Phone 2622. Whitesburg, Kentucky.

Experienced, young, handicapped country or pop dj. Play guitar and sing. Call or write "Cousin" Joe Deaton, Plaza Hotel, Anderson, S. C.

Situations Wanted—(Cont'd)

Announcers

Prefer afternoon spot to do own show, or use your format. **Major market** professional experience: radio, tv, agency. Gene Edwards, Rt. #1, Box 85C, Martinsburg, W.Va., AMherst 7-7583.

Announcer-dj. 1st phone, some experience. Bill Lambert, 911 W. Poplar, Porterville, Calif.

Southern markets —— Need Announcers? Write: Personnel—20 Oak Forest Drive, Montgomery, Alabama.

Announcer-1st phone, seeks steady job. Lee Vines, 3148 Kings Highway, Brooklyn 34, New York. Cloverdale 2-2570.

Because of a necessary personnel change, a magnificent top fifty deejay is available—runs own board. Belongs in a larger market than ours. Call or write me, his boss—Ward Wright, Program Director, KUSN, St. Joseph, Missouri.

Technical

Attention Mr. Station Manager: First phone engineer desires combination work as engineer-announcer. Mature, congenial, experienced. Robust, resonant voice. Excellent references. Presently employed. Tape, details on request. Please write Box 291H, BROADCASTING.

First phone, technical school grad, married, 28, desires permanent position in radio or television. Box 299H, BROADCASTING.

Chief engineer, 42, twenty-three years experience, seventeen as chief. Also sales and announcing. Presently chief engineer-assistant manager. Box 307H, BROADCASTING.

First phone, 4½ years experience. Available middle February. Desires south-central or south-west region. Box 308H, BROADCASTING.

Have 1st phone, broadcast school training, want start in radio. Box 323H, BROADCASTING.

Chief, twelve years standard broadcast all phases. Desire employment where premium on ability and incentive. Proven record, CREI grad. Family. Resume. Box 349H, BROADCASTING.

Engineer-announcer, five years broadcast experience. Capable chief engineer, but will consider second if pay good. Box 351H, BROADCASTING.

Experienced first phone. Available immediately. James Rene, 609 Morningside Drive, Eau Claire, Wisconsin.

Production-Programming, Others

Experienced young man, currently running vast highly successful and varied music production service blanketing entire broadcasting industry for large corporation. Seeking opportunity as music and program director with possibility of business affiliation. Wide national credits and proven commercial knowhow. Box 177H, BROADCASTING.

Newsman—competent reporter, writer, 7 years radio-newspaper experience, professional delivery, best references, college, car, working, interested radio and/or tv. Box 200H, BROADCASTING.

Radio copywriter, 11 years radio-tv, dependable, male, family. Make offer. Box 253H, BROADCASTING.

Program-director, news editor, announcer, 8 years experience, looking for position with future. Go anywhere opportunity knocks. Box 277H, BROADCASTING.

To hell with this agency rat race. I want back on the other side of the bridge. 7 years radio, personality dj to pd. Ideas, production, promotion. Major market pd or small market management wanted. Box 283H, BROADCASTING.

Newsman! 4 in 1. News director, newscaster, news commentator, and public relations. Journalism-law grad. Mature, stable, different, interesting and convincing. Highly successful record. Box 294H, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Experienced radio man with six years as commercial manager, program director, assistant manager, announcer, engineer. Employed at present as commercial manager. Desire permanent position in medium market in middle or south west. Box 296H, BROADCASTING.

23 year old married vet, two years experience in 250 independent and 1000 net looking for adult programming. Presently employed. Box 297H. BROADCASTING.

Will trade hustle and ability for job with future. News and sports. TV and radio experience. 24, married with family. Would like 1st chance at pd work. Box 300H, BROADCASTING.

Would like to make well-known move from metropolitan pressure announcing to permanent pd or assistant manager in smaller area. Now at 50 kw, 10 years' experience, best references, married, degree. Box 304H, BROADCASTING.

Before hiring anyone for continuity-traffic-part-time sales, get my story. Living in California. Prefer California, Oregon. Mature, stabilized. Male. Creative, unlimited stamina. Desire home and career, not just a job. Box 309H, BROADCASTING.

Director-medium to large market. Presently employed. Five years all facets of production, studio and remote. Proven top organizer, worker; creative, flexible. Best references. Family, college, 32. Box 339H, BROADCASTING.

TELEVISION

Help Wanted

Management

If you have a proven sales record in national field and are ready for management, send salary requirements, picture and details. Multiple ownership. Midwest NBC 350,000 sets. Box 322H, BROADCASTING.

Sales

Top-rated California vhf network affiliate has immediate opening for aggressive salesman interested in improving income and future. Send complete resume including experience, sales record, personal history and recent photo to Jon Kelly, Local Sales Manager, KCRA-TV, Sacramento, California.

Sales position open with top network station in upper south. Excellent list of accounts with big dollar volume to the man qualified to service these customers. Promotion in sales department makes this spot open. Salary guaranteed and attractive commission arrangements, starting with first dollar in sales. We want a man who will be unhappy with less than $8,000-$10,000 in 1959. We have no maximum. Living and working conditions excellent, good schools and churches of all faiths. Television market exceeds 400,000 sets. Will consider radio experience with A-1 sales record. We will teach you television. This is a character station with good rates, policies. Write all about yourself, family and experience. Send snapshot if one available. Do not delay writing Box 330H, BROADCASTING.

TV salesman. Opening on local sales staff of WISH-TV, Indianapolis. Excellent opportunity for top quality, experienced salesman. Send full details to Joseph E. Lake, Commercial Manager.

Technical

Television transmitter engineer, first class license, operational and maintenance experience with RCA transmitter essential. Top salary to right man. Give full details of experience. Box 202H, BROADCASTING.

Television transmitter supervisor to take charge of personnel, operations and maintenance of RCA TT25BL transmitter. Great Lakes location, start $125 per week. Write Box 203H, BROADCASTING, including complete qualifications.

RADIO STATIONS FOR SALE

SOUTHWEST

1. Daytimer. Large market. $150,000 full price. **Gross $125,000. $50,000 down.**
2. Full time. Exclusive. **Priced at $36,000. 29% down.**
3. Fine market. Full time. Gross $40,000. Asking $55,000 including land and building. **29% down.**
4. Number one daytimer in growing market. **Asking $400,000 for corporation with 29% down.**
5. Exclusive in one of the fastest growing markets. **$29,000 down.**

ROCKY MOUNTAIN

1. Exclusive. $200,000. **$100,000 down.**
2. Full time. Number one. Gross $170,000. **$100,000 down.**
3. Exclusive. Full time. **Corporation for $110,000 with 29% down.** Good terms on balance.
4. Earns $15,000. Exclusive. **Asking $75,000.** Terms to be agreed upon.
5. Large and growing market. **$250,000 for corporation. 29% down.**

NORTHWEST

Exclusive. Full time. **Only $10,000 down.**

CALIFORNIA

Gross $40,000. Exclusive. **$18,000 down.** Gross $40,000. Exclusive. **$25,000 down.**

MIDWEST

1. Exclusive. Gross over $5,000 month. **Asking $75,000 with 29% down.**
2. Daytimer. Full price $45,000. **25% down.**

We have listings throughout the United States and invite your inquiry for stations in the areas you want.

JACK L. STOLL & ASSOCIATES

A **NATIONAL ORGANIZATION** for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

Help Wanted—(Cont'd)

Technical

TV engineer—Leading vhf has opening for transmitter operator with first class license. Actual tv experience not required. Prefer young man with fundamental knowledge and aptitude who can learn quickly under proper supervision. WSAV-TV, Savannah, Georgia.

Production-Programming, Others

Midwest tv station needs sharp continuity director. Also versatile man for cameraman-director. Send resume and salary expected to Box 287H, BROADCASTING.

Sales service-continuity director—write and produce creative commercials local accounts. Film experience helpful. Top level job for right man with creative ideas. Contact Bob Ellis, KKTV, Colorado Springs or Pueblo, Colorado.

Continuity director for WFBM and WFBM-TV, Indianapolis. Please send resume and copy samples to Earl Johnson, WFBM, 1330 N. Meridian St., Indianapolis 2, Indiana.

TELEVISION

Situations Wanted

Management

Sales manager or general manager. It's too late to do anything about the business you lost in 1958 but how about 1959? A practical, experienced, well regarded broadcaster is available. Box 153H, BROADCASTING.

Station manager. Will guarantee increased profits in six months plus steady 20% profit margin or 20% increase over 1958 in twelve to twenty-one months in return for small percentage or stock escrow arrangement. Over decade successful television experience organizing and reorganizing major and small market stations. Seeking immediate change and permanent location for best reasons. Box 246H, BROADCASTING.

Sales

Aggressive, personable, creative salesman. Excellent television background. For resume write Box 311H, BROADCASTING.

Announcers

TV personality. Personal interview only. Over 20 years in two top northeastern stations. Currently employed. Box 217H, BROADCASTING.

Versatile announcer-engineer experienced all phases television operation. Announcing, switching, shading, directing, audio microwave transmitter maintenance, programming, selling. Presently employed, good references, seeking managerial position or employment with responsibility offering opportunity for advancement. Box 288H, BROADCASTING.

Experienced radio announcer anxious to learn television. Can start now. Box 334H, BROADCASTING.

Attention am music and news tv operations in metropolitan areas over 500 thousand. I've learned much in 5 years, the time has come to learn more. My objective is to make a good operation sound better. If you desire an intelligent, dependable man as an addition or replacement to your staff, for details, write Box 347H, BROADCASTING.

Experienced tv announcer, staff news, sports. 38, single, sober. Paul Barnett, 1489 Wellington, Memphis, Tenn.

Technical

TV engineer, presently employed, experienced all phases studio operation, maintenance and remotes, wishes to join progressive station. RCA graduate first phone. Box 306H, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Production manager: 8 years radio-tv: film, directing, announcing. Currently production manager small market tv. Married, 30, vet, grad. Will relocate anywhere. Box 185H, BROADCASTING.

Writer-producer-director. Practical experience, local regional. Creative. Versatile. Cooperative. Box 249H, BROADCASTING.

Experienced newsman: Now heading vhf-am newsroom. Consistently ahead with regional, national news. News-in-depth specialist. Seeking news directorship or good staff job. Member RTNDA, NPPA. Authoritative delivery, top references. Box 303H, BROADCASTING.

Newscaster-newsman-photographer desires new position. 9 years experience includes daily tv show plus radio newscasts, newsbeat, 16mm camera, mobile unit, remotes. Veteran, 31, college degree. Excellent references. Tape, pic/kine upon request. Box 324H, BROADCASTING.

Radio-tv sales executive desires affiliation with major-market station. Excellent references. 10 years same station. 16 years experience. Write Box 325H, BROADCASTING.

Radio-tv newsman. Network and local background. Strong on re-write and legwork. Top air personality wanting larger market. Family man. Box 332H, BROADCASTING.

FOR SALE

Stations

True: Top Alabama station in excellent area. $95,000 cash for quick sale. Own six acres city land, equipment and buildings. Good billing. 250 watt fulltime. Owners separating. Box 131H, BROADCASTING.

Southwestern 500 watt daytimer, single station market. Over 500 retail businesses, equipment only two years old. Excellent opportunity for owner-manager. $40,000 cash for quick sale. Box 266H, BROADCASTING.

1 kw daytimer in Pacific northwest, live city, 5000 population. $20,000 down payment. Box 275H, BROADCASTING.

KCHS now for sale at $46,000 invites you to come see us or write Box 351, Truth or Consequences, New Mexico.

Florida television stations (2), $450,000, $1,700,000; terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

What radio or tv do you want to buy? Let's talk turkey. Lee Hollingsworth, Lic. Bkr., IV 1-8482, 514 Hempstead Ave., West Hempstead, N. Y.

Texas single-market fulltimer. $60,000. Terms. Patt McDonald, Box 9322, Austin, Texas. Gl. 3-8080.

$15,000 down payment will buy medium market station in resort area of upper south, total price, $45,000; small market stations (2), $60,000, $70,000, terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Redding, California 250 w full time. For particulars write: Kal Lines, 1095 Market Street, San Francisco, California.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Midwest, large market station, $275.00, 29% down; southwest, small market station, $15,000 down, total price $30,000. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Northwest medium market, $35,000 down payment, total price, $150,000. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Oklahoma single-market regional daytimer. $60,000. 29% Down. Patt McDonald, Box 9322, Austin, Texas. Gl. 3-8080.

FOR SALE—(Cont'd)

Equipment

Gates BC1-E 1 kw transmitter with spare tubes and crystals for 960 kc., good condition. Factory rebuilt Thordarson spare plate transformer for above xmtr. 5 kw 220 volt ac single phase 4 cylinder gasoline standby plant suitable for 250 or 1000 watt xmtr. Best offer any or all. Box 292H, BROADCASTING.

Collins 300G transmitter 250 watts, on 550 kc at present. Less xtals. Good shape with tubes. A complete 7000 watt ac power plant for emergency use, tower lighting chokes, flasher unit and antenna tuner unit. All in one bundle for $1250.00 cash and you come and get it. Write Box 4248, Capitol Hill Station, Oklahoma City, Okla. or call Forrest 5-6358.

Power supplies, 220V., 3PH., 50/60 cy., AC/DC overloads, 100A. Contactors, 6 taps 3750V. to 8250V. DC. AT 3.45A; transformer 30KVA. 40C., 6 rectifiers, full-wave: brand new, overseas packed, complete. Water circulators, HF transmitters 10, 15 & 40KW., new and used. Bargains. George Belling Electronics, 770 West Grand Ave., Oakland, Calif.

Magnecorders (reconditioned) S36B, PT6R, 814, PT6-J&A, PT6AH, F35B, PT6-6J&A, PT63AH, AD1R. Suite 2, 511 South 5th St., Las Vegas, Nevada.

Used Gates consolette model 51-CS; Magnecorder, model F-35B; Wirek midget battery recorder. Best offer takes. KGAF, Gainesville, Texas.

Gates fm-250B, frequency modulation transmitter now operating on 103.1 mc. Complete with tubes, spares, crystals. Going higher power. Contact E. H. Munn, Jr., WSTR, Box 70, Sturgis, Michigan.

WANTED TO BUY

Stations

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

AM radio station low-band frequency, 1 kw or more of power covering one of the top U.S. 15 markets. Send full details, price, coverage, power and assets. All information will be held in strict confidence. Box 160H, BROADCASTING.

Equipment

A 16 mm kinescope recording camera or system with single system sound. Box 274H, BROADCASTING.

Fm broadcast transmitter, 1 to 2 kw. Also, monitor, cables, antenna. State condition, type and price. Russ Reid, KGDN, Seattle 33, Washington.

Cash paid for kilowatt fm transmitter, eight bay antenna, and monitors. Rush details. KMHT, Marshall, Texas.

Tube checker, signal generator, noise and distortion meter, good condition only. Write to G. L. Marcotte, WSKI, Montpelier, Vermont. Give make, age, price.

Want cameras, tv, fm, am, transmitters, studio terminal equipment. Also want DuMont fm exciter type 5067B for transmitter 1000/2000. Reply, Technical Systems, Corp., 1201 43rd Avenue, Long Island City 1, New York.

BUSINESS OPPORTUNITY

Want several investors of 5 to 10 thousand cash to join in 5th am of top-hundred market. Permit already issued. Need more cash for progessive operation. Now building. Box 312H, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

INSTRUCTIONS—(Cont'd)

TV tape recorder. Correspondence course and home construction details. Build your own television recorder. Complete Course and Construction details $18.75. B. Carrier Co., 5880 Hollywood Blvd., Hollywood 28, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. 1025 Lincoln Street, Denver 3, Colorado.

"What Makes FM Succeed" is "the most comprehensive study of FM available" (Television Magazine). 52-page independent analysis. $7.00 prepaid, extras $2.00. Lyman Allen, Lincoln, Massachusetts.

Introductory offer! Over 1000 riotous airworthy gag-lines $3.00! Edmund Orrin, 1819-E. Golden Gate, San Francisco 15, California.

RADIO

Help Wanted

Announcers

DISC JOCKEYS

Top ranked Eastern Radio station seeks negro men and women disc jockeys and personalities. Rush tapes to

Box 318H, BROADCASTING.

IMMEDIATE OPENING FOR ANNOUNCER WITH FIRST PHONE, NIGHT SHIFT. $400 MONTH FOR 40 HOURS, SOME OVERTIME. SEND TAPE AND COMPLETE INFORMATION TO

BOX 550

LITTLE ROCK, ARK.

Situations Wanted

Production-Programming, Others

Production Manager

Top proven record in all phases of production, direction, organization, creativity. Want problems and hard work. Flexible. Presently employed, 32, family, college. Five years with medium market stations. Desire progessive station or agency.

Box 338H, BROADCASTING

EMPLOYMENT SERVICE

A Specialized Service For
Managers — Commercial Managers
Chief Engineers — Program Managers

CONFIDENTIAL CONTACT NATIONWIDE SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

THE DYNAMIC CENTER OF A GROWING AMERICA
WELCOME SOUTH BROTHER!
Offering Tremendous Opportunities
TO: TV Announcers — RADIO Announcers
Engineers — Engineers
Immediate Openings Available
Write—Wire—Phone
PROFESSIONAL PLACEMENT
458 Peachtree Arcade
Atlanta, Ga.
JA 5-4841

Want a TV or Radio Job?
as announcer, writer, producer?
The National Academy of Broadcasting
3338 16th St. N.W.
Washington, D. C.
Trains and places men and women in
TOP JOBS
New term starts Jan. 26. Send for folder and list of positions available.
Call DEcatur 2-5580

BUSINESS OPPORTUNITY

BE YOUR OWN BOSS

No investment required. We finance you. AA 1 rated nation-wide advertising agency has franchises available in all parts of U.S. for men with radio and TV sales experience. Franchise covers 3-state area. Earnings $25,000 yearly and up. Franchise includes setting up your operation and special sales training if required at no cost to you. Furnish background information, three business references and three character references.

Box 342H, BROADCASTING

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel.

WANTED

By fast growing independent organization. A morning man and an afternoon man. Storz type operation and only top men apply. All tapes will be personally auditioned and returned. Please send full information and salary requirements.

Box 298H, BROADCASTING

TV York, Pa., to 1-22-59; WHP-TV (aux. ant. and main trans. and ant.) Harrisburg, Pa., to 4-3-59.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on Jan. 5

Granted petition by Attorney General of United States to intervene and participate as amicus curiae in Boston, Mass. (ch. 5), remand proceeding (WHDH Inc., et al.).

By Hearing Examiner Jay A. Kyle on Jan. 2

On own motion, scheduled further hearing for Jan. 9 on am applications of Walter G. Allen, Huntsville, Ala., and Marshall County Bcstg. Co., Arab, Ala.

By Hearing Examiner J. D. Bond on Dec. 23

Continued further hearing to Jan. 12 in New Orleans, La., tv ch. 12 proceeding (Oklahoma Television Corp., et al.).

By Hearing Examiner H. Gifford Irion on Dec. 31

Cancelled hearing scheduled for Jan. 5 and scheduled hearing conference for Jan. 23 on am application of Paul A. Brandt, Gladwin, Mich.

By Hearing Examiner Thomas H. Donahue on Dec. 31

On request by Melody Music Inc. (WGMA), Hollywood, Fla., continued hearing scheduled for Jan. 5 to date to be determined at prehearing conference which is scheduled for Jan. 28 on am applications of Melody and Venice-Nokomis Bcstg. Co., Venice, Fla.

By Chief Hearing Examiner James D. Cunningham on Dec. 29

Scheduled for hearing following proceedings on dates shown: March 10 applications of John H. Phipps and Georgia State Board of Education for new tv stations to operate on ch. 8 in Waycross, Ga.; applications of Abacoa Radio Corp., Western Bcstg. Corp. of Puerto Rico and Jose A. Bechara Jr., et al., for new tv stations to operate on ch. 12 in Arecibo and Aguadilla, P.R.; March 12 am application of Intrastate Bcstrs., Pomona-Claremont, Calif.; am application of The Alkima Bcstg. Co., West Chester, Pa., et al.

By Hearing Examiner James D. Cunningham on Dec. 29

Scheduled further hearing conference for Feb. 18 at 9 a.m. on application of The Spartan Radiocasting Co. (WSPA-TV, ch. 7), Spartanburg, S.C.

By Hearing Examiner Jay A. Kyle on Dec. 29

Continued hearing scheduled for Jan. 8 to date to be later determined in proceeding on Evansville Television Inc., to show cause why its authorization for WTVW Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7.

By Hearing Examiner Isadore A. Honig on Dec. 29

Denied petition by Dale W. Flewelling for continuance of prehearing conference and hearing in proceeding on its application and that of KROY Inc., both for fm facilities in Sacramento, Calif.

By Hearing Examiner Charles J. Frederick on Dec. 31

Scheduled hearing for Jan. 16 in proceeding on am application of William F. Huffman Radio Inc. (WFHR), Wisconsin Rapids, Wis.

By Hearing Examiner H. Gifford Irion on Dec. 31

Cancelled hearing scheduled for Jan. 5 and scheduled hearing conference for Jan. 23 on am application of Paul A. Brandt, Gladwin, Mich.

By Hearing Examiner Millard F. French on Dec. 30

Granted petition by Henderson County Bcstg. Co. (KBUD), Athens, Tex., for leave to amend its am application to specify 1410 kc, 1 kw D, and application as amended is removed from hearing and returned to processing line; retained in hearing am application of University Advertising Co., Highland Park, Tex.

By Hearing Examiner Forest L. McClenning on Dec. 29

Scheduled oral argument for Jan. 7 on petition by Russell G. Salter Inc., Dixon, Ill., to amend his am application, and each of parties shall be permitted 15 minutes for argument.

The pressure groups for federal "public power" have tried for years to pin a vague "giveaway" label on independent electric company power dams. Actually their cries are an elaborate smoke screen. The *real* giveaway is government "public power"—the billions of dollars of taxpayers' money that go for unnecessary federal government electric systems.

Each year, the "public power" lobbyists and pressure groups push the idea that Congress should spend more money for government electricity. Each year, the total cost to the taxpayers climbs higher. It now stands at *more than 5½ billion dollars*—and the promoters of federal "public power" are pressing hard for 10 billion *more!*

Yet opinion polls show that most Americans don't *want* the government in the electric business. And there's certainly no *need* for it. The independent electric light and power companies are ready and able to provide all the electricity the nation will ever need *without* depending on tax money.

The federal "public power" giveaway has continued over the years because most people don't know the facts and forces behind it. But informed people can bring it to an end.

Will *you* help spread the word?

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

OUR RESPECTS TO Willard Eugene Walbridge

Every time Bill Walbridge drove along the Houston harbor in the mid-50s his civic pride would start to droop. The proud and promotion-minded city had fallen behind New Orleans in the ranking of the nation's ports—from third to sixth place—because it lacked adequate parking space for ships.

This humiliation galled the executive vice president and general manager of KTRK-TV, always community-minded in his broadcast concepts. After all, Houston had stirred up worldwide fame with its millionth-citizen fete in 1954.

The answer, he felt, might lie in revival of a $10-million port bond issue that once had been defeated at an election. This would require a special election and a two-thirds vote but the idea seemed feasible if KTRK-TV would spearhead a bond campaign.

Campaign Succeeds • KTRK-TV's facilities were thrown into the project in 1957. Cameras toured the harbor, showing the congestion and lack of facilities. Shipping people were put on the air. Importance of the port to the city's economy was emphasized. Frequent editorials were carried on the air. Other media joined the drive. The bond issue was voted through and Houston believes it once again is heading toward a top ranking among the nation's harbors. Last year KTRK-TV was active in another bond issue, on behalf of a city freeway.

Bill Walbridge traces his civic consciousness back to the years spent under Harry Bannister when NBC's current station relations vice president headed WWJ-AM-TV Detroit. "Harry taught me to know what is going on in a community," he recalled. "He told me broadcast stations must reflect local interests, feelings and happenings. This is good business, he explained, because advertising takes on greater value."

Mr. Walbridge got into radio as a salesman after obtaining a journalism degree at U. of Michigan, class of '36. Journalistic openings around Detroit were scarce in that depression period and a round of the advertising agencies was fruitless. He wanted to stay around the Detroit area because Marietta Arner, his Ann Arbor sweetheart, was only a few miles away. When an opening developed at Detroit Edison he signed as a salesman.

Next Stop, WWJ Salesman • At the utility office he became acquainted with Harry Betteridge, then a WWJ Detroit salesman. Soon he was writing radio copy for WWJ in his spare time, plus other freelancing. In 1939 he joined the WWJ staff, eventually becoming a salesman.

In 1942 he entered the Navy, was commissioned an ensign and rose to lieutenant. He saw Pacific service as gunnery officer on two destroyers and was awarded the Presidential Unit Citation and Silver Star in action at Okinawa.

A native Pennsylvanian, Bill Walbridge was born March 11, 1913. He had a rather mobile adolescence. He was educated in the public schools of Toledo, Ohio, Pueblo, Colo., and Buffalo. He married Miss Arner in 1941. They have one son, Peter, aged 9.

After his war service he returned to WWJ and was promoted to assistant radio sales manager, tv sales manager, assistant general manager and finally to WWJ-TV station manager. While tv sales manager he had the added responsibilities of programming, studio operation, special events and the business functions. WWJ-TV started experimental broadcasts in March 1947 and regular programming three months later. He conceived and set up one of the early award-winning tv programs of the era, the *University of Michigan Hour*. This was described as the first tv course that included a certificate for viewers completing prescribed study courses.

House That Tv Built • When WWJ-TV set out to build a model metropolitan tv plant early in the present decade, Mr. Walbridge worked closely with the architects and builders in adapting construction designs to the specialized needs of the medium. The plant accommodated the staff of more than 200 technicians, programming, production and artist personnel under his supervision.

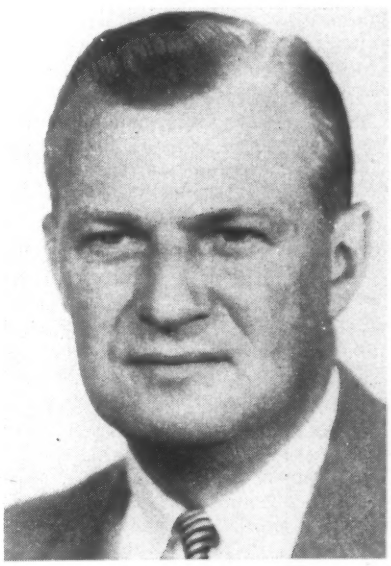
At WWJ-TV he was active in civic, educational and charitable activities, and was one of the founders, director and vice president of the Detroit Television Roundtable. He resigned from WWJ-TV in 1953 to become executive vice president and general manager of WJIM-AM-TV Lansing, Mich., Harold Gross stations.

Again he was active in the design and construction of a new broadcast plant. The WJIM project, a one-story sort of U-shaped structure built around a landscaped area, is often called one of the most attractive and efficient in the industry.

In 1954 Mr. Walbridge moved to Houston to organize the new KTRK-TV. With a modern building rented from the U. of Houston, he formed and trained a staff of more than 80 people in a two-month period. KTRK-TV has outgrown this large plant and is erecting its own building, the third he has planned and supervised.

Mr. Walbridge combines the impulses of a salesman and the calm, methodical and almost scholarly traits of an educator. He's inclined to excessive modesty and is really more of an introvert than his professional demeanor indicates. On the tallish side, he could qualify for an Arrow collar ad should the hard-collar era return. His principal hobbies are designed to provide a change of pace from office routines. His golf is better than average; his reading on the serious side. He hasn't any time for light reading, observing, "There are so few hours in a day."

An Active Citizen • He is an active industry citizen. He was elected a member of the board of governors, ABC Affiliates Assn., in 1956 and re-elected in 1957. He was elected to the NAB



Tv Board in 1957 and is a member of the NAB Editorializing Committee. Houston organizations include Lakeside Country Club, U. of Michigan Club and Houston Fat Stock Show Assn. He is a member of Alpha Sigma Phi national fraternity.

"I find broadcasting the most fascinating business in the world," he said. "I just don't know what I'd do if I had to start selling nuts and bolts, or any business where creative impulses don't get a good workout every day. More and more I'm finding second-generation broadcasters—who learned much from the industry's pioneers—demonstrating awareness of their public trust. Their stations have become leading factors in the cultural, economic, informational and entertainment activities of their communities. Add up all these communities, these broadcasters, and you have a great and influential industry."

Commissioner Hyde

BETWEEN now and June 30 President Eisenhower will be called upon to consider an appointment to the FCC. It should present no problem.

On June 30 the current term of Comr. Rosel H. Hyde will expire. He has been a commissioner since 1946. He was chairman during the critical post-tv freeze from April, 1953 until October, 1954. His rise from docket clerk to general counsel to commissioner over a 30-year span is testimony to his capacity for work and devotion to his duty.

Mr. Hyde's depth of knowledge and understanding of communications is without parallel in government. He accomplished the almost impossible while chairman. He kept the FCC out of legislative hot water when communities everywhere were clamoring for new tv stations.

Mr. Hyde has the respect not only of his fellow commissioners and the FCC staff but also of 99% of the licensees and most members of Congress. During the Oversight Committee proceedings of last session, he won the commendation of committee members for his forthright testimony and his acknowledged incorruptibility.

President Eisenhower should promptly nominate Mr. Hyde for another seven-year term and thus cut off politicking for a critically important post at a critical time.

Hellzapoppin, 1959

CONGRESS is back. Official Washington begins to stir for the first time since last summer when Congress quit. And based on the track record of that last Congress, it is easy to understand why bureaucrats are jumpy and FCC commissioners lead spartan lives.

Already, bills by the hundreds have been dumped into Senate and House hoppers. It's a bit too early to evaluate them, but Washington habitues, blindfolded and with their hands tied behind them, can tell you as quickly as you can say Oren Harris what the bills of interest to broadcasters will be.

We won't attempt an omnibus accounting of legislation introduced or upcoming. We should like to dwell on two simple legislative projects. One has to do with a code of ethics, with punitive provisions, which unquestionably will be ordained by Congress, as an outgrowth of the House Oversight Committee's revelations on *ex parte* contacts, fraternizing and related efforts to exert influence. The other is talk of interposing an "administrative court" between the applicant or licensee and the FCC, which in effect would abolish the present method of regulation.

Whether there is or isn't a code doesn't make a great deal of difference. Ethics are taught in law schools. Any lawyer who does not know appropriate procedures should not be admitted to practice. Public officials who are not strong enough to withstand improper overtures, or whose votes can be swayed by a $4 lunch or a round of golf, shouldn't be public officials.

Creation of an "administrative court" to us appears utterly useless. Congress, the public, and the bureaucrats over the years have complained about inordinate delays in the handling of federal administrative matters—in a phrase, government red tape. In broadcasting, the complaint for years has been that applicants are "due processed to death."

Anything that prolongs the administrative and judicial process hurts the small applicant with meager resources. The ordinary radio case takes a year to negotiate the FCC's processing line. If hearings are required, and the "administrative court" procedure is injected, it would take three to five years to get an application through. By that time the litigation costs could well exceed the cost of building the proposed station. And by that time most of the applicants—large and small—might be disposed to tell Uncle Sam to keep the facility.

Court dockets all over the country are clogged. The same would happen with an administrative court handling FCC matters. Obviously, anything that adds to the procedural processes would place the greatest burden upon the man least able to afford it—the little guy.

Keeping the whole press free

IN the wake of the newspaper strike in New York City, Rep. Chelf (D-Ky.) plans to offer legislation that would keep newspapers publishing while negotiations between labor and management are underway. He points out that a strike against a newspaper is in indirect violation of the Constitution because it absolutely affects freedom of the press.

We go along with Rep. Chelf. We desire, however, to point out that he covers only part of the essential legislative and constitutional ground. Electronic journalism, as well as printed journalism, is covered in the definitions of press freedom. If there had been no radio or television during the New York newspaper strike, all communication to the public would have been paralyzed. As it was, almost everybody in New York knew the important things that were going on because of radio and television.

We hope Mr. Chelf is successful in his legislative project. And we believe he will recognize the necessity of providing for radio and tv the same degree of protection against "publication" stoppage that he would give the printed page.

Drawn for BROADCASTING by Sid Hix

"It's a Mrs. Swayze. Her husband dropped a watch in her washer."

PERSONALITY PROGRAMMING

KHJ-TV with its outstanding new roster of live personalities is changing the television buying and viewing habits of Southern California.

Such nationally known names as Oscar Levant, Don Sherwood and John J. Anthony plus such popular Los Angeles names as John Willis, Walker Edmiston and "Engineer Bill" Stulla are selling more product for more advertisers than ever before. Why? Because these personalities are live and local... Southern Californians know them and respond to their recommendations in a way that makes cash registers ring as never before.

When buying Los Angeles television, take advantage of the phenomenal selling "plus" that comes with Personality Programming... on the Los Angeles station with more live television personalities than any other.

KHJ 9 TV

LOS ANGELES

Represented by H-R Television, Inc.